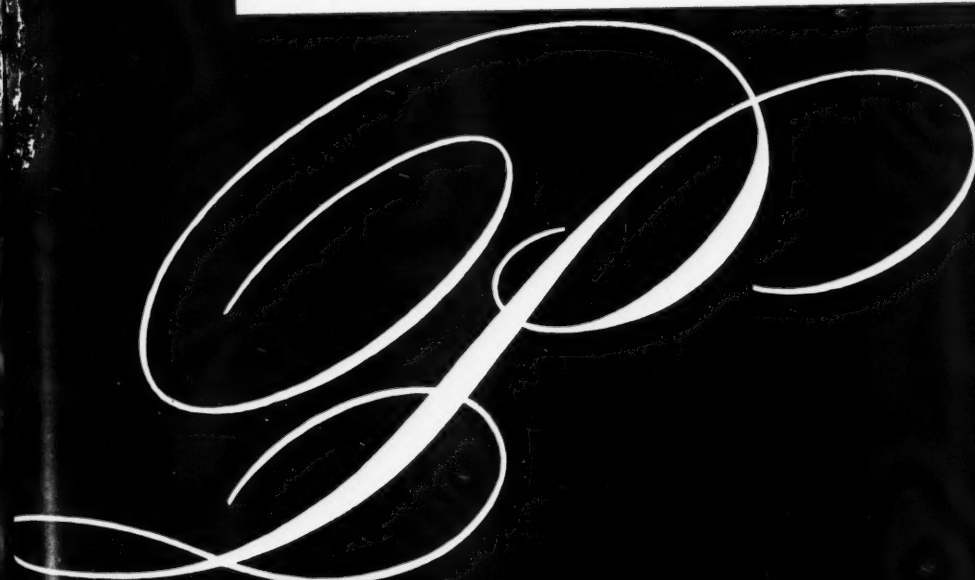
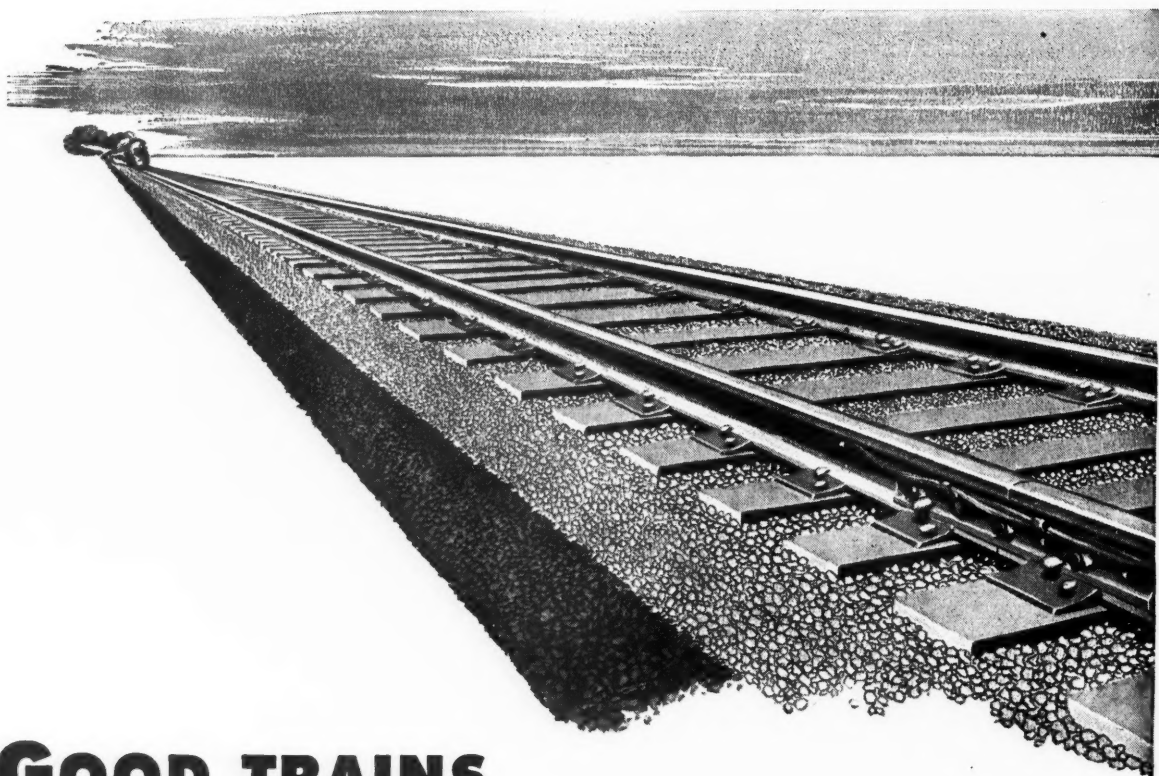


# The Inland Printer

SEPTEMBER  
1947





# GOOD TRAINS AND *GOOD PRINTING* SHOULD RUN ON THE BEST

A train of sound selling ideas, good products, art and plates, all deserve that extra something which quality paper lends to every piece of printing. Champion was founded 54 years ago to develop better paper for the then new halftone process of printing. Throughout the years new papers, new methods, better quality have produced ever-widening acceptance by printers, advertisers and agencies everywhere. These papers are outstanding; the line is complete for both letterpress and offset printing. It is Champion paper that delivers good advertising in best condition.

THE *Champion Paper* AND FIBRE COMPANY... HAMILTON, OHIO

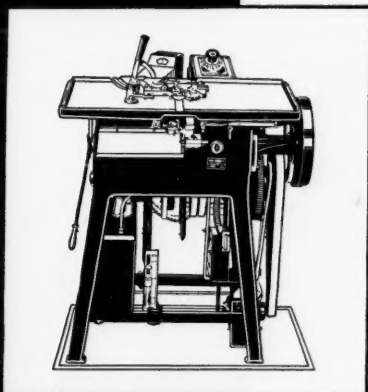


Manufacturers of advertisers' and publishers' coated and uncoated papers, bristols, bonds, envelope papers, tablet writing and papeterie . . . 2,400,000 pounds a day  
MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

District Sales Offices

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • ST. LOUIS • CINCINNATI • ATLANTA • SAN FRANCISCO





# Ludlow

## *FOR BETTER PRODUCTION*

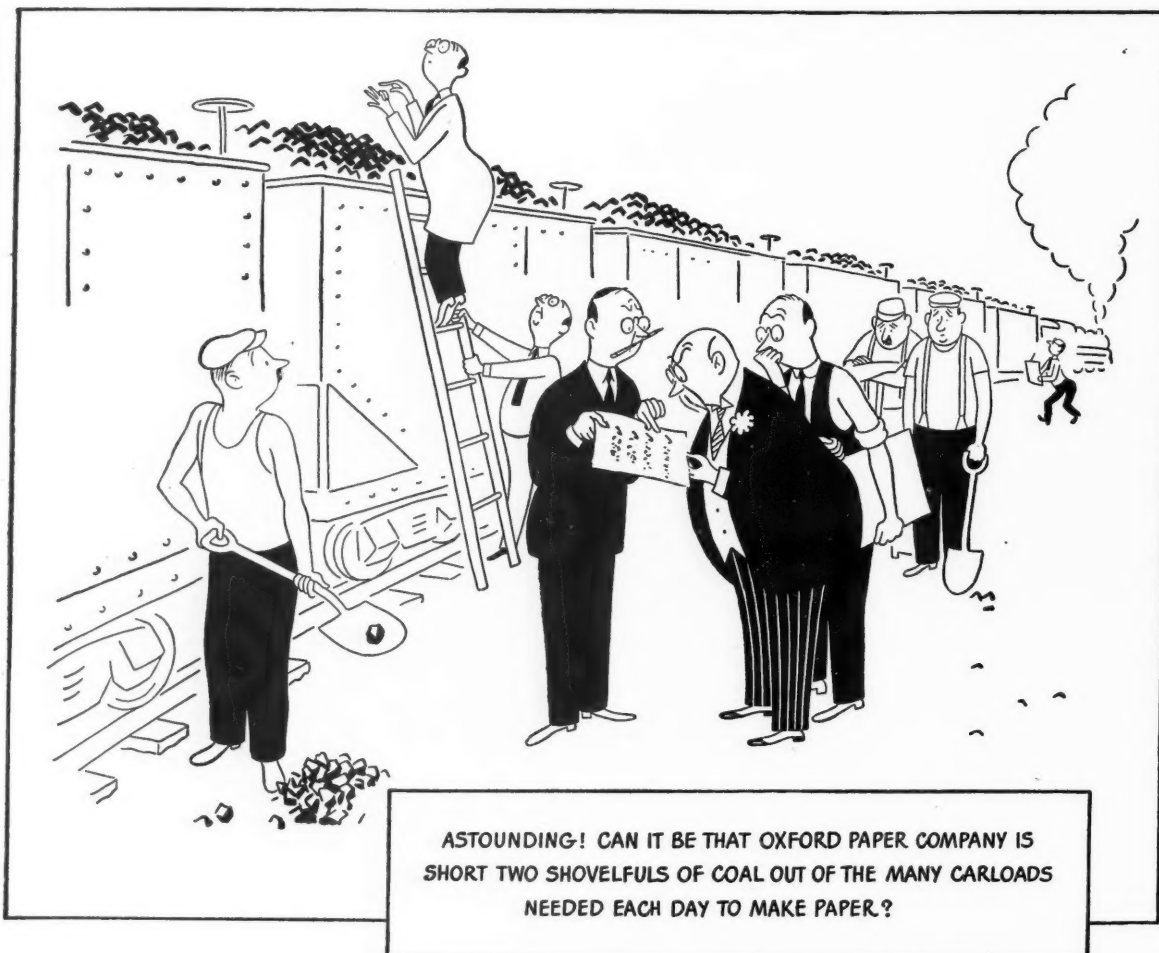
The Ludlow all-slug system in your composing room will help you to obtain a more profitable operation that results in better production. The printer with a Ludlow has at his command an unfailing type supply in great variety, enabling him to complete his work with satisfaction and without any delay. Immediate and continuous production is possible with Ludlow, in direct routing from copy to hot metal to form. The compactness of Ludlow equipment saves countless steps every day, conserving time that means extra profit in composition and all-slug makeup. Then too, Ludlow multiple form composition enables full use of sheet or press capacity, with savings in both pressroom and bindery as well as the composing room. Ludlow users have found numerous other short-cuts and economies that mean profitable operation. Ask us to send you the complete story without any obligation.

### An Elrod

equipment in your plant assures your compositors of an unlimited supply of leads, slugs, rule, and material for base

**Ludlow Typograph Company · 2032 Clybourn Avenue, Chicago 14, Illinois**

Published monthly by Maclean-Hunter Publishing Corporation, 309 West Jackson Boulevard, Chicago 6, Illinois. Subscription, \$4.00 a year in advance; single copies, 40 cents. (Send Canadian funds—\$4.50 a year; single copies, 45 cents—to The Inland Printer, Terminal A, P. O. Box 100, Toronto.) Foreign \$10.00 a year; three years, \$20.00. Entered as second-class matter, June 25, 1885, at the Post Office at Chicago, Illinois, under Act of March 3, 1879. Copyrighted, 1947, Maclean-Hunter Publishing Corporation.



**M**AYBE you never guessed that coal plays a big part in the making of paper.

To schedule all of the coal used daily, plus the many more cars of other necessary materials, so that they are there just when you need them, is a nice bit of "industrial logistics."

While we don't use that name at Oxford, it describes the careful planning and complete control of all facilities that result in better than 1,000 miles of quality paper every day.

This is made possible because every step in the process from the wood to the finished sheet of paper is under our control.

Credit the foresight of building the mill at Rumford, Maine, with its nearby reserves of timber and plentiful water supply. Credit, too, the craftsmen, skilled by years at the art of making quality papers at Oxford—some 600 of whom have had 20 or more years' experience here.

And credit, also, the careful planning that controls the complete facilities needed to maintain a constant output of many varieties of quality papers made to the highest standards.

Try Oxford papers on your next job—and be sure of quality. Sold by good merchants coast to coast.



Included in Oxford's line of quality printing and label papers are: Polar Superfine Enamel, Maineflex Enamel Offset, Maineflex C1S Litho, Mainefold Enamel, White Seal Enamel, Engravatone Coated, Carfax English Finish, Super and Antique, Aquaset Offset and Duplex Label.

## OXFORD PAPER COMPANY

230 PARK AVENUE, NEW YORK 17, N. Y.

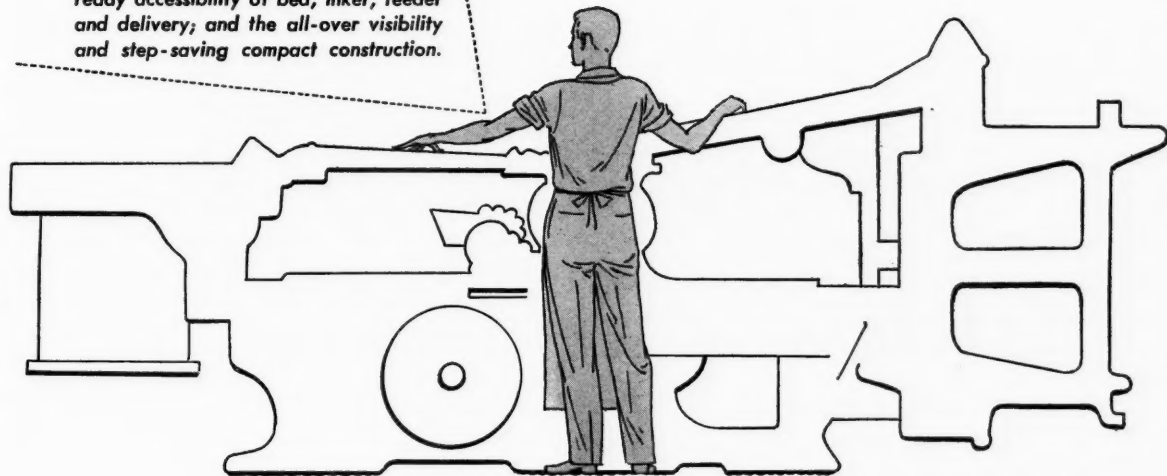
MILLS at Rumford, Maine  
and West Carrollton, Ohio

WESTERN SALES OFFICE:  
35 East Wacker Drive, Chicago 1, Ill.

DISTRIBUTORS  
in 48 Key Cities

# CONTROL

Scale drawing showing man of average height (5'8" by insurance statistics) beside 27x41 Miller Major Automatic. Notice the ready accessibility of bed, inker, feeder and delivery; and the all-over visibility and step-saving compact construction.



Literally, at your finger tips.

Stand at center of a 27 x 41 Miller Automatic. Notice how you can look upon every operation of the press — how, with two or three steps either way, you can reach and control feeder, press and delivery. Form, sheets, inker are all within sight and control. Principal lubrication is automatic.

A stop-watch check will reveal how Miller Automatics can take up to

25% less time to set and adjust than other presses of similar sheet size. Because less time is required on adjustments, the Miller operator can pay more attention to delivering a better product.

If you want to see how compact Miller integral construction can save valuable floor space too, for your pressroom, send for a Miller Floor Plan and Layout Kit. No obligation.



**MILLER PRINTING MACHINERY CO., PITTSBURGH 12, PA.**

*Please Mention THE INLAND PRINTER When Writing to Advertisers*

# OUTLAST

## *the LIFE of the machine!*



### LETTERPRESS and LITHO ROLLERS

Coverings permanently anchored to stocks

Retain perfect symmetrical shape in any climate,

TROPICAL or ARCTIC

Dimension tolerance within 1/1000"—"NO FLATS"

Seventy-five per cent time saved in the machine

"MAKE-READY"

CLEARER AND SHARPER PRINTING

LETTERPRESS } "Offset" does not occur—NO SPRAYING required

LITHO } Inkers—"NAP" Automatically Renewed  
Dampers—Moisture controlled by adjustment

ENDS DO NOT SWELL

Prompt delivery of Covered Rollers for popular presses  
from stock in New York City

PLAN NOW FOR ECONOMICAL AND HIGHER EFFICIENCY

Damage, also  
Dried-on ink is  
REMOVED  
WITHOUT  
RE-COVERING

EXCLUSIVE AMERICAN DISTRIBUTOR  
**DAN J. CASEY JR. PRINTING MACHINERY, INC.**

80 WARREN STREET, NEW YORK 7, NEW YORK

Manufactured by

**LOUIS MINTON, LTD.**

52 CORPORATION STREET

MANCHESTER 4, ENGLAND

ESTABLISHED 1898

COVERED  
ROLLERS  
AVAILABLE FOR  
TRIAL WITHOUT  
OBLIGATION

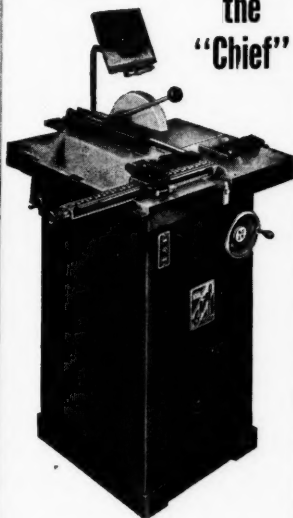
COPYRIGHT



## For Fast Accurate Saw-Trimming



Choose  
the  
"Chief"



### The NOLAN "Chief" Saw-Trimmer

Speedy operation and accurate results are assured when you use the Nolan "Chief" Saw-Trimmer. This soundly built saw-trimmer offers advantages that save you time and work . . . that save money and help increase profits.

For quick, easy saw-trimming . . . for greater accuracy . . . investigate the Nolan "Chief" Saw-Trimmer.

Write for details now

# NOLAN

CORPORATION  
1335 East Dominick St.  
ROME, NEW YORK

Manufacturers of Fine Quality  
Printing Equipment

# The Inland Printer

Leading Business and Technical Journal in the Printing and Allied Industries

VOL. 119 • SEPTEMBER 1947 • NUMBER 6

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THE INLAND PRINTER, SEPTEMBER, 1947, Volume 119, Number 6. Published monthly by the Maclean-Hunter Publishing Corporation, 309 West Jackson Boulevard, Chicago 6, Illinois. Horace T. Hunter, President; John R. Thompson, Vice-President; J. L. Frazier, Secretary. (Eastern Office: 522 Fifth Avenue, New York City.) Subscription rates for United States one year, \$4; two years, \$7; three years, \$10; single copy, 40 cents. Canadian: \$4.50 a year; single copy, 45 cents. Pan-American: one year, \$6; two years, \$10; three years, \$15. Foreign: one year, \$10; three years, \$20. Make checks or money orders (for foreign) payable to Maclean-Hunter Publishing Corporation. Foreign postage stamps not acceptable. Entered as Second-class matter, June 25, 1885, at the Post Office at Chicago, Illinois, under Act of March 3, 1879. All manuscripts should be accompanied by adequate postage for their return. THE INLAND PRINTER assumes no responsibility for unsolicited contributions except to accord them courteous attention and ordinary care.

# "Yes!.. It's the letterhead

Your Hammermill Agent is listed here. Ask him for  
sample book showing Hammermill's new **COCKLETONE BOND**

## ALABAMA

Birmingham... Strickland Paper Co., Inc.

## ARIZONA

Phoenix... Zellerbach Paper Co.

## ARKANSAS

Little Rock... Western Newspaper Union

## CALIFORNIA

Fresno... Zellerbach Paper Co.  
Los Angeles... Zellerbach Paper Co.  
Oakland... Zellerbach Paper Co.  
Sacramento... Zellerbach Paper Co.  
San Diego... Zellerbach Paper Co.  
San Francisco... Zellerbach Paper Co.  
San Jose... Zellerbach Paper Co.  
Stockton... Zellerbach Paper Co.

## COLORADO

Denver... Carpenter Paper Company  
Pueblo... Carpenter Paper Company

## CONNECTICUT

Hartford... Green & Low Paper Co., Inc.  
Hartford... The Rourke-Eno Paper Co.  
New Haven... The Rourke-Eno Paper Co.  
New Haven... Storrs & Bement Co.

## DISTRICT OF COLUMBIA

Washington... R. P. Andrews Paper Co.

## FLORIDA

Jacksonville... Virginia Paper Co., Inc.  
Tampa... E. C. Palmer & Co., Ltd.

## GEORGIA

Atlanta... S. P. Richards Paper Co.

## IDAHO

Boise... Zellerbach Paper Co.

## ILLINOIS

Champaign... Crescent Paper Co., Illinois Div.  
Chicago... Chicago Paper Co.  
Chicago... Bradner Smith & Co.  
Chicago... Swigart Paper Co.  
Peoria... Peoria Paper House, Inc.  
Quincy... Irwin Paper Co.  
Springfield... The Capital City Paper Co.

## INDIANA

Fort Wayne... Butler Paper Co., Inc.  
Indianapolis... Crescent Paper Co.

## IOWA

Des Moines... Carpenter Paper Co.  
Des Moines... Western Newspaper Union  
Sioux City... Carpenter Paper Co.  
Sioux City... Western Newspaper Union

## KANSAS

Topeka... Carpenter Paper Company  
Topeka... Midwestern Paper Co.  
Wichita... Western Newspaper Union

## KENTUCKY

Louisville... Miller Paper Co., Inc.  
Louisville... Southeastern Paper Co., Inc.

## LOUISIANA

New Orleans... E. C. Palmer & Co., Ltd.  
Shreveport... Western Newspaper Union

## MAINE

Portland... C. M. Rice Paper Co.

## MARYLAND

Baltimore... The Boster Paper Company  
Baltimore... O. F. H. Warner & Co.  
Hagerstown... Antietam Paper Co., Inc.

## MASSACHUSETTS

Boston... Carter, Rice & Co., Corp.  
Boston... Storrs & Bement Co.  
Springfield... The Paper House of New England  
Springfield... Thacker-Craig Paper Co.  
Worcester... Charles A. Esty Paper Co., Div.

## MICHIGAN

Detroit... Beecher, Peck & Lewis  
Flint... Beecher, Peck & Lewis  
Grand Rapids... Carpenter Paper Co.  
Lansing... The Dudley Paper Co.  
Saginaw... The Dudley Paper Co.

## MINNESOTA

Duluth... John Boshart Paper Company  
Minneapolis... The John Leslie Paper Co.  
Saint Paul... The John Leslie Paper Co.

## MISSISSIPPI

Jackson... Jackson Paper Company  
Meridian... Newell Paper Company

## MISSOURI

Kansas City... Carpenter Paper Co.  
Kansas City... Midwestern Paper Co.  
Saint Louis... Beacon Paper Company  
Saint Louis... Tobey Fine Papers, Inc.  
Springfield... Springfield Paper Co.

## MONTANA

Billings... Carpenter Paper Company  
Butte... Carpenter Paper Company  
Great Falls... The John Leslie Paper Co.

## NEBRASKA

Lincoln... Carpenter Paper Company  
Lincoln... Western Newspaper Union  
Omaha... Carpenter Paper Company  
Omaha... Western Paper Company

## NEVADA

Reno... Zellerbach Paper Co.

## NEW HAMPSHIRE

Concord... C. M. Rice Paper Co.

## NEW JERSEY

Newark... Lathrop Paper Co., Inc.  
Newark... Henry Lindenmeyr & Sons

## NEW MEXICO

Albuquerque... Carpenter Paper Co.

## NEW YORK

Albany... Hudson Valley Paper Co.  
Buffalo... The Alling & Cory Co.  
Buffalo... Hubbs & Howe Fine Paper Div.  
New York... The Alling & Cory Co.  
New York... Beekman Paper & Card Co., Inc.  
New York... F. A. Flinn, Inc.  
New York... Green & Low Paper Co., Inc.  
New York... Lathrop Paper Co., Inc.  
New York... Henry Lindenmeyr & Sons  
New York... Miller & Wright Paper Co.  
New York... Reinhold-Gould, Inc.  
New York... Union Card & Paper Co.  
Rochester... The Alling & Cory Co.  
Syracuse... The Alling & Cory Co.  
Troy... Troy Paper Corporation  
Utica... The Alling & Cory Co.

## NORTH CAROLINA

Charlotte... Caskie Paper Co., Inc.  
Raleigh... Epes-Fitzgerald Paper Co., Inc.

## NORTH DAKOTA

Fargo... Western Newspaper Union

## OHIO

Akron... The Alling & Cory Co.  
Cincinnati... The Diem & Wing Paper Co.  
Cleveland... The Alling & Cory Co.  
Cleveland... The Petrequin Paper Co.  
Columbus... The Central Ohio Paper Co.  
Toledo... The Central Ohio Paper Co.

## OKLAHOMA

Oklahoma City... Carpenter Paper Co.  
Oklahoma City... Western Newspaper Union  
Tulsa... Tayloe Paper Co. of Oklahoma

## OREGON

Eugene... Zellerbach Paper Co.  
Portland... Zellerbach Paper Co.

## PENNSYLVANIA

Allentown... Lehigh Valley Paper House  
Div. S. Walter, Inc.  
Erie... The Daka Paper Company  
Erie... Durico Paper Company  
Harrisburg... Johnston, Keffer & Trout  
Philadelphia... Paper Merchants, Inc.  
Philadelphia... The Thomas W. Price Co.  
Philadelphia... D. L. Ward Co.  
Pittsburgh... The Alling & Cory Co.  
Reading... Garrett, Buchanan Co.  
Scranton... Megargee Brothers, Inc.  
York... Andrews Paper House of York

## RHODE ISLAND

Providence... R. L. Greene Paper Co.

## SOUTH CAROLINA

Columbia... Epes-Fitzgerald Paper Co., Inc.

## TENNESSEE

Memphis... Tayloe Paper Co.  
Nashville... Clements Paper Co.

## TEXAS

Amarillo... Carpenter Paper Company  
Austin... Carpenter Paper Company  
Dallas... Carpenter Paper Company  
Dallas... E. C. Palmer & Co., Ltd.  
Fort Worth... Carpenter Paper Company  
Harlingen... Carpenter Paper Company  
Houston... Carpenter Paper Company  
Houston... E. C. Palmer & Co., Ltd.  
Lubbock... Carpenter Paper Company  
San Antonio... Carpenter Paper Co.

## UTAH

Ogden... Carpenter Paper Company  
Salt Lake City... Carpenter Paper Co.  
Salt Lake City... Western Newspaper Union  
Salt Lake City... Zellerbach Paper Co.

## VIRGINIA

Lynchburg... Caskie Paper Co., Inc.  
Norfolk... The Old Dominion Paper Co.  
Richmond... Epes-Fitzgerald Paper Co., Inc.  
Richmond... Richmond Paper Co., Inc.

## WASHINGTON

Seattle... Zellerbach Paper Co.  
Spokane... Zellerbach Paper Co.  
Tacoma... Standard Paper Co.  
Walla Walla... Zellerbach Paper Co.

## WEST VIRGINIA

Charleston... Copco Papers, Inc.  
Clarksburg... R. D. Wilson Sons & Co.

## WISCONSIN

Milwaukee... The Bower Paper Company

# paper we've been waiting for!"

## HAMMERMILL Cockletone BOND



*The finest letterhead paper ever  
produced by Hammermill craftsmen*

**W**HEN you examine this newest accomplishment of Hammermill skills, you will agree that it has the appearance and "heavier" feel to make your business letter stand out . . . wherever it is received.

We invite you to compare Hammermill Cockletone Bond with any other fine quality letterhead paper. Note its crisp, crackly snap that proclaims the best in bond paper craftsmanship. Test its writability, its greatly superior erasability. Make any test you like. Judge its quality for yourself. Then consider "appointing" it your business representative.



**SEND THIS COUPON FOR  
FREE SAMPLE BOOK**  
File the book to remind you  
when next you need letterheads



**LOOK FOR THE  
Cockletone  
WATERMARK**

Hammermill Paper Company  
1651 East Lake Road, Erie, Pa.  
Please send me—FREE—a sample book showing the new HAMMERMILL COCKLETONE BOND.  
Name \_\_\_\_\_  
Position \_\_\_\_\_  
(Be SURE to attach to your business letterhead) SEP 9-53

*That's what your customers  
say about Hammermill's  
new Cockletone Bond . . .  
and you can get it for  
them promptly!*

The hearty acceptance of Hammermill's new Cockletone Bond can mean just one thing: this handsome, tub-sized, air-dried paper fills a distinct, long-felt need. American business executives—your customers among them—have been waiting for just such a top-quality letterhead paper at moderate cost.

At the left is an example of the advertising of Cockletone Bond which is appearing in *The Saturday Evening Post*, *Time*, *Business Week*, *Printer's Ink* and other national magazines your customers read.

Be ready to show those customers samples of this fine new product of papermaking skills and resources. See its quality for yourself. Recommend it for letterhead jobs with confidence . . . knowing that your Hammermill Agent can supply your needs promptly. Ask him for a sample book, or use the coupon below.

**GET THIS SAMPLE BOOK**  
Shows samples of Cockletone Bond  
in all weights suitable for letter-  
head use . . . also samples of match-  
ing envelopes.

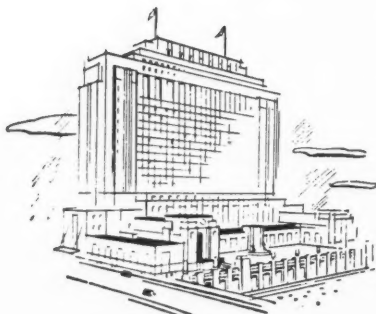


**LOOK FOR THE  
Cockletone  
WATERMARK**

Send this coupon to your HAMMERMILL AGENT,  
or mail it to Hammermill Paper Company, 1601  
East Lake Road, Erie, Pennsylvania.  
Please send me—FREE—a sample book showing  
Hammermill's new COCKLETONE BOND.  
Name \_\_\_\_\_  
(Be SURE to attach to your business letterhead) IP-SE

When Writing These Advertisers, Please Mention THE INLAND PRINTER

# Announcement



After September 1st the home offices  
of Cline Electric Mfg. Co. will be located in the  
Chicago Daily News Building. Address: 400 West Madison Street.

This move to new and larger quarters reflects the company's  
continued growth and progress along with the expansion of the publishing  
and printing industries it serves. During Cline's 35 years in business,  
the company literally has grown from a one-room office to a  
nationwide enterprise. Until recently offices occupied an entire  
floor of the Chicago Times Building. Branch offices are maintained  
in the New York Daily News Building and at  
410 Bush Street, San Francisco.

From its new headquarters Cline will continue to  
furnish leading newspapers and the printing trade with  
the finest Press Drives, Controls, Automatic Tensions  
and High Speed Pastors.

## CLINE ELECTRIC MANUFACTURING CO.

Main Office: 400 West Madison Street, Chicago 6, Illinois

Western Office  
410 Bush Street  
San Francisco 8, Calif.



Eastern Office  
220 East 42nd Street  
New York 17, N. Y.



SIGN  
RUNNING



Master Track Chart, Grand Central Terminal, New York City.

COLOR PHOTO BY HUGH HAZELRIGG—UNDERWOOD

## *Finger-Tip Control...with the help of Color!*

THE UTILITY OF COLOR can be applied to the successful operation of your business, just as it is applied to the enormous task of moving traffic in and out of Grand Central, swiftly, safely, and on time.

In your business forms, for example, HOWARD BOND's twelve distinctive colors can perform many useful functions. Color-keyed forms speed recognition of units, get to their destination faster, simplify handling and filing.

For letterheads or any business use where color is important or appropriate, HOWARD BOND is an equally effective business tool. See HOWARD BOND samples—in all colors—in *whitest white*—then specify it always.

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

# Howard Bond

"THE NATION'S BUSINESS PAPER"





COLOR PHOTOGRAPH BY LEJAREN A HILLER—UNDERWOOD

**UNIFORMITY** Paper can be the basis for uniformly excellent printing—if the paper is MAXWELL OFFSET.

Good printing, after all, is largely a matter of paper's reaction to the printer's tools and skill in reproducing copy. MAXWELL OFFSET's unvarying press performance allows him to *predict* uniformly good results, to demonstrate the full extent of his ability.

Whether you're a printer or a buyer of advertising printing, you'll find it worth your while to investigate the uniform superiority of MAXWELL OFFSET.

HOWARD PAPER MILLS, INCORPORATED  
MAXWELL PAPER COMPANY DIVISION • FRANKLIN, OHIO

# Maxwell Offset

*For uniformity—in finish, in strength, in ink consumption, in whiteness or color conformity*

Let's take a close look at this word-

# a-vail'-able



Funk & Wagnalls defines *available* as:  
 "(1) *Capable of being used advantageously; usable; profitable.* (2) *Of adequate power for a result; effectual.*"

Remember this definition the next time you are told that certain graphic arts equipment is "*available*"!

Too often the word is used loosely to denote equipment on which fairly quick delivery is exploited to the limit. After that, it becomes your problem to decide whether or not it is "*capable of being used advantageously*" or "*of adequate power for a result*".

\*Funk & Wagnalls College Standard Dictionary.

In the past, temptation to take a chance—to sign up for untried and little known machinery, merely because immediate delivery was promised—we know, has been strong. Today, however, the comparatively short time remaining until the graphic arts industry can get delivery of equipment which it knows from experience to be dependable, does not justify that gamble.

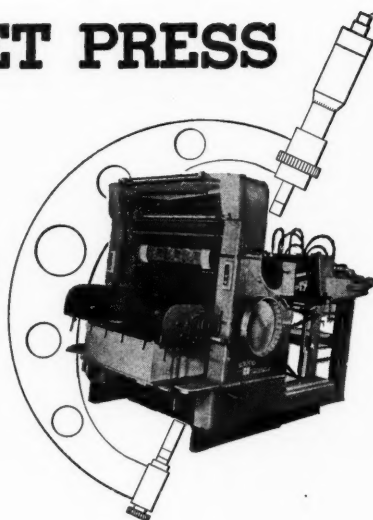
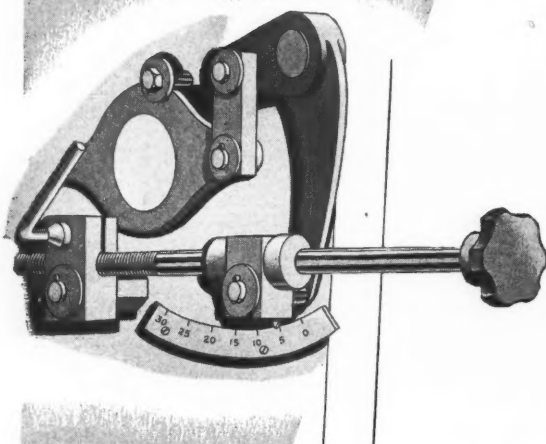
May we suggest that you discuss your needs with a Harris-Seybold representative now? In the years to come, you'll be glad you waited a bit longer for Harris Presses, Seybold Cutters and other Harris-Seybold graphic arts equipment.

## HARRIS-SEYBOLD

General Offices, Cleveland 5, Ohio

**HARRIS PRESSES • SEYBOLD CUTTERS  
 OTHER GRAPHIC ARTS EQUIPMENT**

*When Writing These Advertisers, Please Mention THE INLAND PRINTER*

**EBCO***willard***OFFSET PRESS***Registers**with**Lithographers*

Accurate setting between  
blanket and impression cyl-  
inders for different thick-  
nesses of stock is accomplished by  
operating one simple small hand  
wheel on operator's side of press. Setting  
indicated by calibrated scale  
and pointer.

THIS IS ONLY ONE  
OF THE MANY  
IMPORTANT FEATURES



FOR COMPLETE DETAILS SEND  
FOR BOOKLET. CLIP THIS COU-  
PON TO YOUR LETTERHEAD.

**EBCO***willard*

**PRINTING MACHINERY DIVISION  
ELECTRIC BOAT COMPANY**

445 PARK AVENUE, NEW YORK 22, NEW YORK

The EBCO Willard PRESS will be on display at the N.A.P.L. Convention  
— Hotel Book-Cadillac, Detroit, Michigan, October 22-23-24-25.



# Inks

*For Every Requirement of  
Printing and Lithography*

## **GEO. H. MORRILL**

Est. 1840

Newspaper Inks  
Blacks  
Comic Colors  
Spot Advertising Colors

## **SIGMUND ULLMAN**

Est. 1861

Publication Inks  
Color Process Inks  
Commercial Inks  
Silversheen Inks  
Doubletone Inks

## **FUCHS & LANG**

Est. 1870

Lithographic Inks  
Metal Decorating Inks  
Lithographic Specialties  
and Supplies

## **EAGLE PRINTING INK**

Est. 1893

Process Inks  
Gloss Inks  
Half-tone Blacks

## **AMERICAN PRINTING INK**

Est. 1897

Catalog Inks  
Gravure Inks  
Gloss Inks

## **E. J. KELLY CO.**

Est. 1930

Commercial Inks  
Packaging Inks

## **PACIFIC COAST DIVISION**

Serving Printers, Publishers  
and Lithographers on  
Pacific Coast

To serve the many and varying requirements of the graphic arts industries, General Printing Ink Division has developed an integrated organization, each unit of which is especially equipped to give service in a particular field.

General Printing Ink Division is backed by the far reaching research activity of Sun Chemical Corporation, which is constantly at work in the fields of oils, pigments and resins to produce better products. Only for combined operations of such scope could the extensive research organization of chemists and physicists be maintained.

Through plants and service stations conveniently located at key centers, General Printing Ink is prepared to render prompt and effective service on inks for newspaper and magazine publishers, commercial printers, lithographers and package manufacturers.

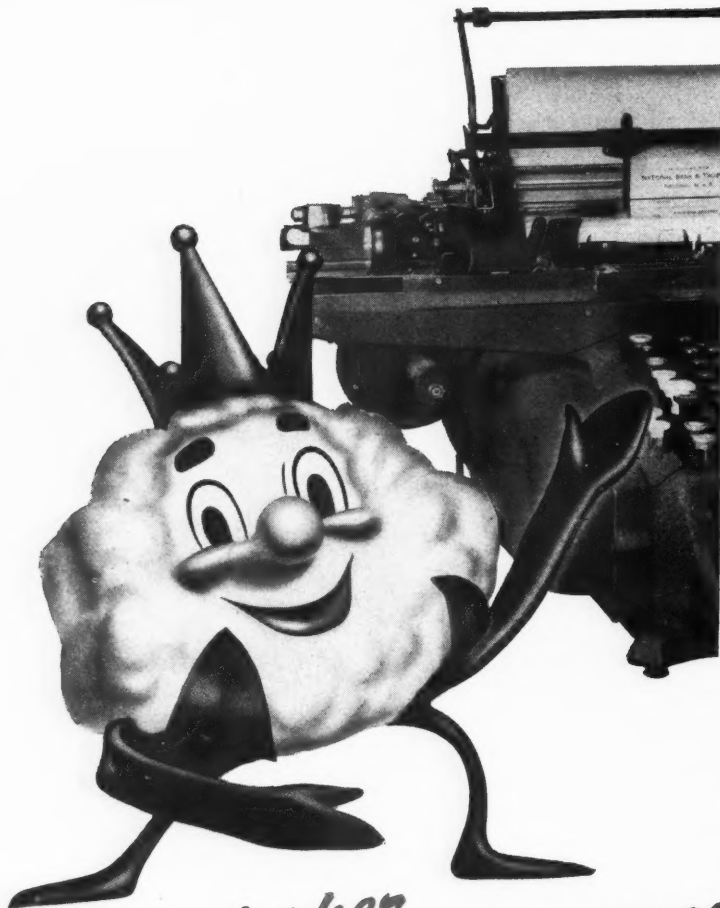
## **GENERAL PRINTING INK DIVISION SUN CHEMICAL CORPORATION**

100 SIXTH AVENUE, NEW YORK 13, N. Y.



**SUN**  
CHEMICAL  
CORPORATION

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"



Where paper  
had better be **TOUGH**

**K**ING COTTON knows the importance of strength, permanence and durability in record-keeping papers and cards. He's seen complete sets of records rewritten because cheap paper doesn't stand up. He knows it's poor "economy" to "save" a few dollars on card or paper stock, and later pay for the many days required to retype them.

Records on PARSONS ledgers and index bristols stay legible. The card stock is solid, not pasted together, so it can't split. Manual or chemical erasing doesn't roughen the surface of PARSONS ledgers and bristols, and the color stays the same. Ink

from pen or machine won't spread along the fibers.

PARSONS ledger papers and index bristols come in matched colors for easy handling, reference and color control. They're available in a wide range of weights, colors and qualities to fit your needs.

So for record papers or cards that will do a better job because they're better made, remember, *it pays to pick Parsons.*



**PARSONS PAPER COMPANY, HOLYOKE, MASSACHUSETTS**

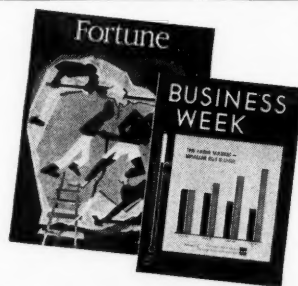
© PPC, 1947

## King Cotton Visits Figure Hounds

Holyoke, Massachusetts: — King Cotton, the symbol of quality in fine papers, has returned from another of his periodic tours of the offices of users of paper in business. This time he paid special attention to bookkeeping, both manual and machine. He reports increasing realization of the value of tough new cotton fibers in paper for this purpose.

"One sad occurrence almost had me down, however," His Majesty said. "It was in Hopokus, and that cute little bookkeeper certainly meant well when she tried to save her boss a few dollars by getting cheap paper for the account records. Many of them were posted several times a week, and it wasn't a year before some of them started to go to pieces. The corners were getting battered, the paper was splitting and tearing. You see several people consulted these records, too. Well, I arrived just after the boss had given this sweet gal quite a going over. They had to hire an additional operator to work nights remaking all the records. The boss figured that cost some twenty-five times what had been 'saved' in the first place. You can be sure that *this time* he bought ledger sheets made with new cotton fibers."

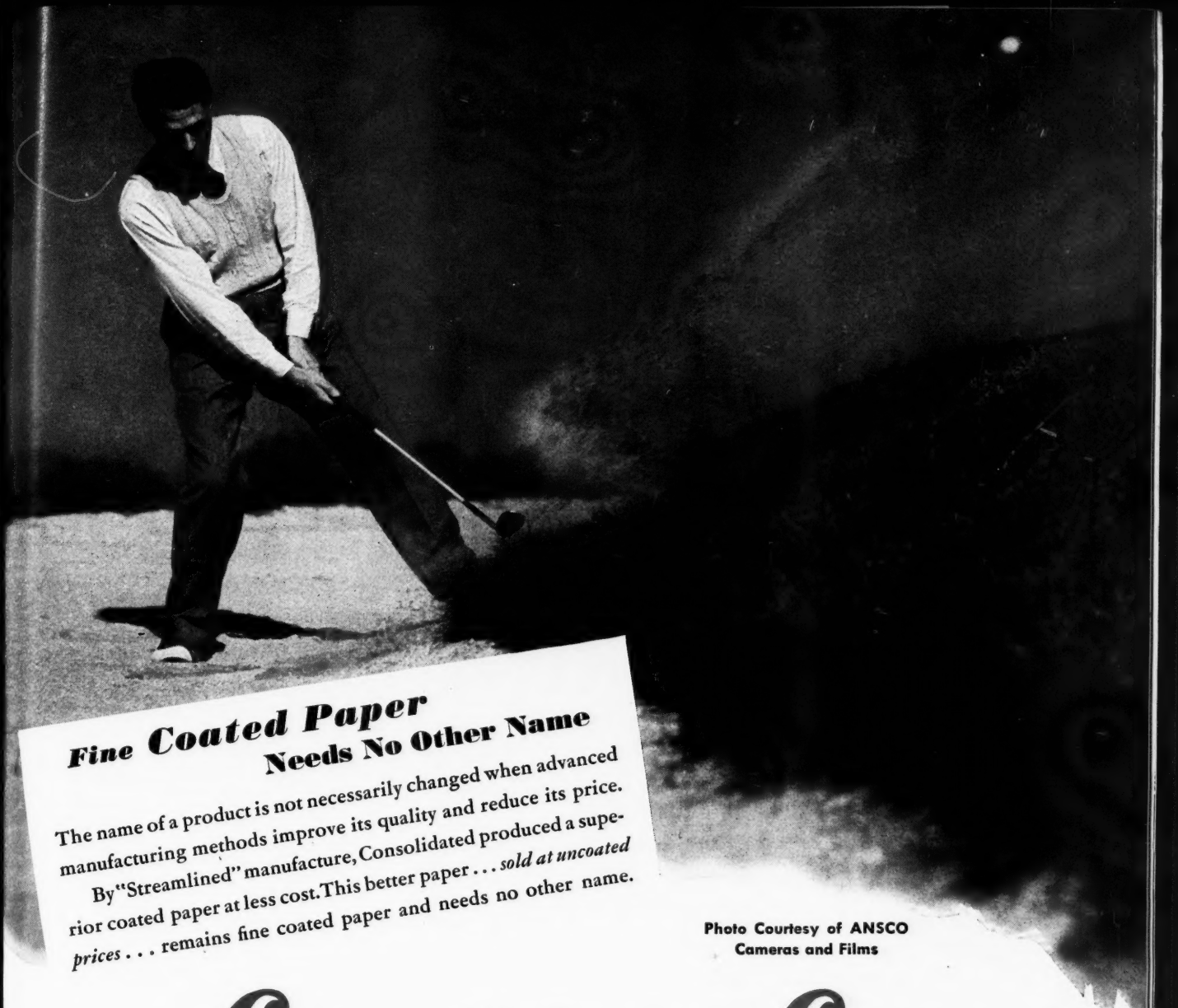
Major reason for King Cotton's tour was to learn the reactions of buyers of paper for business to his personal appearances in PARSONS advertisements. These appear before a half million of America's leading executives and professional men in the pages of *Fortune* and *Business Week*.



PARSONS advertising, like the one at the left, may be seen in these two magazines with more than a half million readers.

Particularly emphasizing the importance of PARSONS cotton fiber papers in record keeping, a special campaign is running in *Banking*, *Burroughs Clearing House*, *Bankers Monthly*, the *Journal of Accountancy* and *Credit & Financial Management*. Since bankers, accountants and credit men buy large amounts of ledgers and index-bristols, King Cotton feels that these publications will be of great help to paper salesmen and printers in their efforts to sell quality paper.

Through these two national campaigns more and more executives, professional men and paper processors are becoming familiar with the value of paper made with new cotton fibers, and the fact that *it pays to pick PARSONS.*



## ***Fine Coated Paper Needs No Other Name***

The name of a product is not necessarily changed when advanced manufacturing methods improve its quality and reduce its price.

By "Streamlined" manufacture, Consolidated produced a superior coated paper at less cost. This better paper . . . ***sold at uncoated prices . . .*** remains fine coated paper and needs no other name.

Photo Courtesy of ANSCO  
Cameras and Films

# ***Consolidated Coated Papers*** { **PRODUCTION GLOSS MODERN GLOSS**



Most readers of LIFE MAGAZINE will recall the recent ANSCO CAMERA advertisement in which the above photograph was used. Realistically picturing a difficulty every golfer has experienced, it could hardly be forgotten.

Interesting photographs, in black and white and full color, have helped build LIFE's amazing circulation and advertising effectiveness. To insure proper reproduction of both advertising

and editorial material, *substantial quantities of Consolidated Coated Papers are used regularly by this outstanding weekly.*

Many other publications . . . and an impressive list of prominent advertisers . . . specify Consolidated Coated for finer printing results. Manufactured in weights down to 45 pounds, Consolidated Coated Papers meet almost any printing need.

**CONSOLIDATED WATER POWER & PAPER COMPANY**

MAIN OFFICES  
WATKINS, WISCONSIN

Two Building 200

SALES OFFICES  
115 SO. LA SALLE ST., CHICAGO



Old Colony Envelopes are supplied through the wholesale paper trade. Buy from your paper merchant.

# Old Colony Newspaper

A ROUNDUP OF ENVELOPE NEWS AND INFORMATION OF VALUE TO PRINTERS

NUMBER ONE

PUBLISHED BY OLD COLONY ENVELOPE COMPANY, WESTFIELD, MASS.  
Envelope Makers for Eastern, Hurlbut, Mead, Rising, Strathmore, Warren and Valley

SEPTEMBER 1947

## OUR CUSTOMERS STILL COME FIRST

Old Colony's Policy Unchanged on Twenty-fifth Anniversary

By S. GUY ASHLEY  
Vice President and Sales Manager

When you've been with a company 25 years, as I've been with Old Colony, you get to feel mighty proud of it. Yes, Old Colony was established in 1922 and that seems a long way back now.

A lot of things we did then when our production was less than a million a week may seem odd in view of our present average of three million envelopes a day. But one thing hasn't changed and that's our heartfelt wish to go as far beyond the call of duty as is humanly possible to serve our customers.

I recall an instance back in the old days when we got an order late one afternoon for 5000 envelopes from a New York customer. We held a machine open while I hustled the paper upstairs from the basement. As it was being cut, I brought the boxes down from the top floor. When the envelopes were folded, I took them downstairs, packed them in a carton, made out a label and personally took the package by trolley car nine miles to Springfield for express shipment to the customer. Then I waited an hour for a trolley back to the plant where I made out the invoice, and mailed it on my way home to supper, leaving the copy to be entered in the books the next morning. Supper around 10 p.m.!

Well, things have changed some since those days—but the customer is still first in our hearts.

It seems to me the best way to celebrate our twenty-fifth anniversary is to thank all our customers and to hope we may continue serving them in the years to come.

## STRATHMORE SECRETARY CABINETS BACK AGAIN

Strathmore Correspondence Papers, boxed in handsome Secretary Cabinets, are back on the market at last. Converted by Old Colony, these de luxe Cabinets will be ready for shipment in October.

Admirably suited for business, professional, club and personal use, the Cabinets make an exceptionally fine gift for all occasions. Paper merchants carrying the Strathmore line will give you complete details—and fill your order promptly! Act now while supplies are good.

## THE ART OF MAKING SUPERIOR ENVELOPES

First of A Behind-The-Scenes Series About Envelope Manufacture

This series of articles will take you behind the scenes of Old Colony envelope manufacture. The series is planned to provide useful sales information to everyone who wants to help customers understand what it takes to make envelopes of superior quality.

It seems appropriate that we start by telling something about the Old Colony plant. The plant itself is located at Westfield, Massachusetts, nine miles west of Springfield. Transportation facilities by rail and truck are excellent. Old Colony's railroad siding is served by two railroads, and fast carloading



The Old Colony Plant at Westfield, Massachusetts

## CAMPAIGN TO HELP PRINTERS SERVE THE CUSTOMERS' ENVELOPE NEEDS IS ANNOUNCED BY OLD COLONY HEAD

Roundup of Envelope News And Information to Form Base For Advertising And Sales Promotion Program

WESTFIELD, MASS.—J. A. Chadbourne, president, Old Colony Envelope Company, has announced a broad-gauge, long-range advertising and sales promotion program designed to aid printers to serve the envelope needs of their customers.

and forwarding services are readily available.

In 1929 the plant was expanded to three times its former size and completely remodelled. Today, Old Colony's four-story brick building has 90,000 square feet of floor space. Good lighting, well laid-out equipment and a fine humidifying system make the plant a pleasant, efficient place to work in.

It is a self-contained plant, with 700 dies, 10 die presses, 57 envelope-making machines, a specialty department, and a sheet and card department. Rounding out its facilities are gum-making, box-making, hand-folding, printing and silk-screening departments.

Future articles in this series will tell more about the reasons for the superior quality of Old Colony envelopes. In short, we hope that readers of this series will gain about the same behind-the-scenes picture of envelope manufacture as they would by taking a trip through the plant.

printers to serve the envelope needs of their customers.

"While Old Colony's backlog of orders remains abnormally high," Mr. Chadbourne stated, "the Company believes the program will prove valuable to printers by establishing a base suited to the return of more normal market conditions."

Nub of the campaign is the *Old Colony Newspaper*—a roundup of news and information about envelopes. According to Mr. Chadbourne, the *Newspaper* will cover such topics as—how envelopes are made, Old Colony's market and delivery situation, what to look for when buying envelopes, pointers on less-known envelope sizes, sales tips and other useful information.

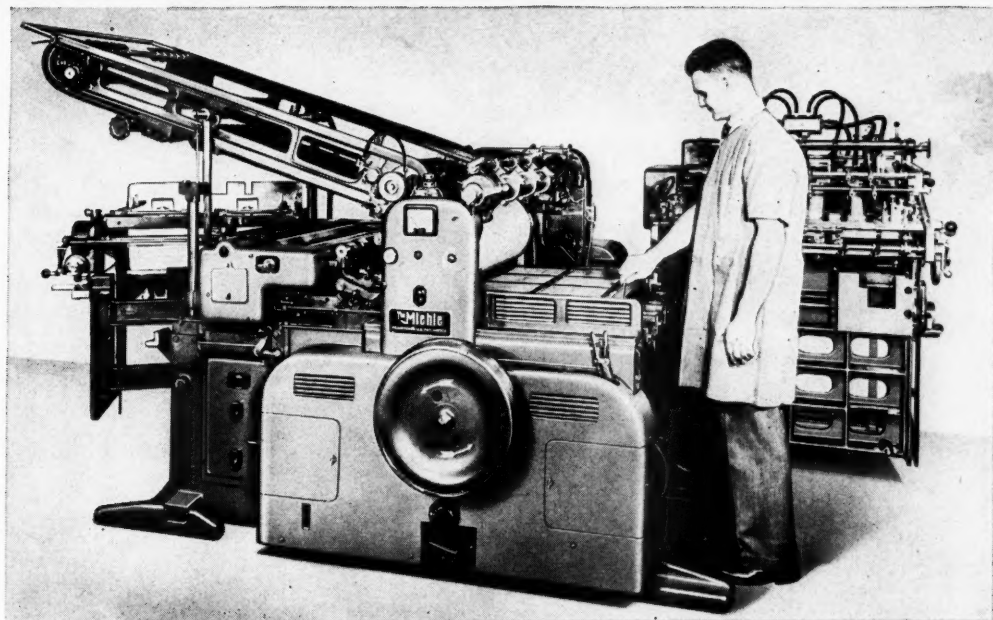
## Newspage Reprints Available

A wide variety of practical, salesworthy information is being planned for each issue of the *Newspage*. On the editorial agenda are many newsworthy items that will help printers show customers the need for better quality and appearance in envelopes.

Reprints of the *Newspage* will be mailed to an extensive list of printing establishments and other firms. You may wish, however, to have copies individually addressed to make sure each issue comes to your personal attention. If so, please send your request to "The Newspage Editor," Old Colony Envelope Company, Westfield, Mass. He will be glad to accommodate you.



*Look to the years ahead...*



## ANALYZE YOUR PRESS NEEDS *Now*

### CONDENSED SPECIFICATIONS

#### *Miehle 29*

- Speed Range  
2500 to 4500 I. P. H.
- Sheet Size  
Minimum 8½ x 11  
Maximum 22 x 28
- Printing Surface  
Locked in Chase 20¼ x 26  
Locked in Bed 20¼ x 27
- Capacity of Feeder 34" pile
- Capacity of Delivery 34" pile
- Approximate Wt. 10,260 lbs.  
(net, including electrical  
equipment)

MOTORED BY KIMBLE

Take time now to analyze your press needs—for today, and for the years ahead . . . Check up on the jobs you run—and the additional jobs you could handle profitably with modern Miehle High Production equipment.

In any plant where there is work for a 22" x 28" press, the Miehle 29 has a place. The high speed, low-cost production of this new press brings additional profit possibilities through more jobs—more sheets per day—of fine printing.

Write today for full information on the outstanding performance of the Miehle 29 Letterpress.

THE MIEHLE  
**29**  
LETTERPRESS  
product  
of  
years of development

**MIEHLE PRINTING PRESS & MFG. CO.**  
2011 Hastings Street (14th & Damen) Chicago 8, Illinois

**a FULL box at every load**


## THE NEW ATF LITTLE GIANT

*Made by the makers of the famous KELLY presses*

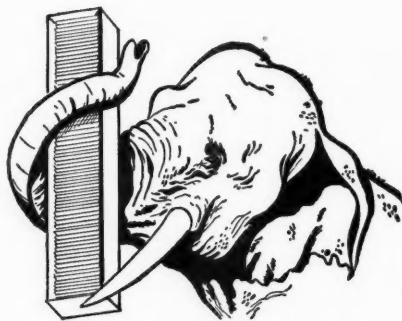
**L**OAD the simplified feeder attachment of the new ATF Little Giant, shown at right, with a *whole* box of envelopes (regular or window) . . . then lift full box lots from the delivery directly back into the original boxes. End or side flap, this press feeds them to the cylinder grippers straight, up to 4000 an hour, and only one can pass the caliper at a time.

Actual shop experience proves that the new 12x18 ATF Little Giant can handle the biggest percentage of run-of-the-hook jobs in the average plant; including tough jobs of card stock up to 4-ply with or against the grain, gummed stock, tissues and cover stocks at speeds up to 4000 impressions per hour . . . *hour after hour.*

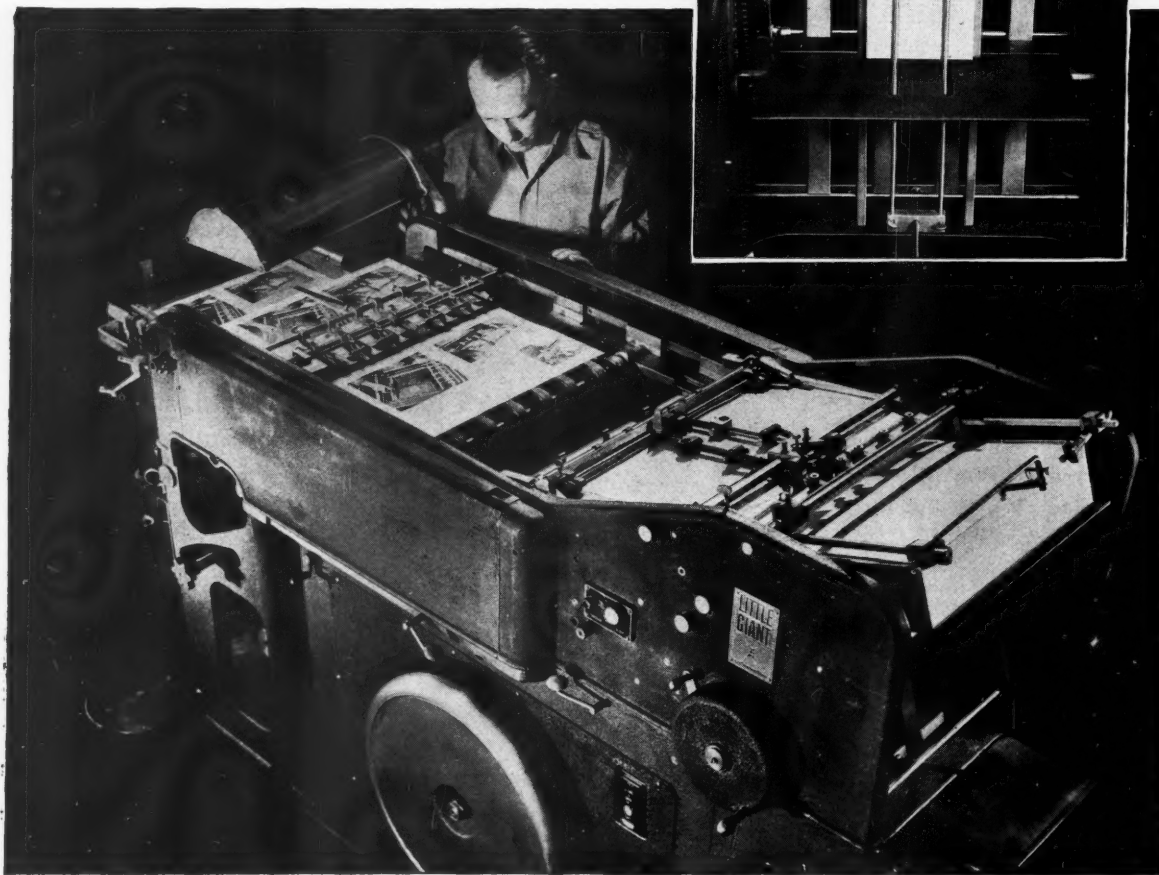
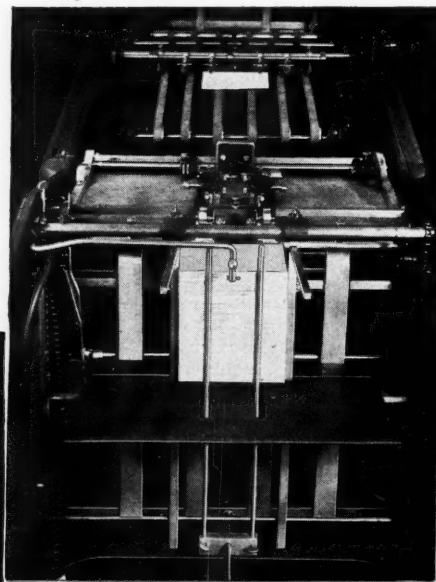
Ask your ATF Salesman for complete details, and sample sheets from straight commercial runs made under normal shop conditions.

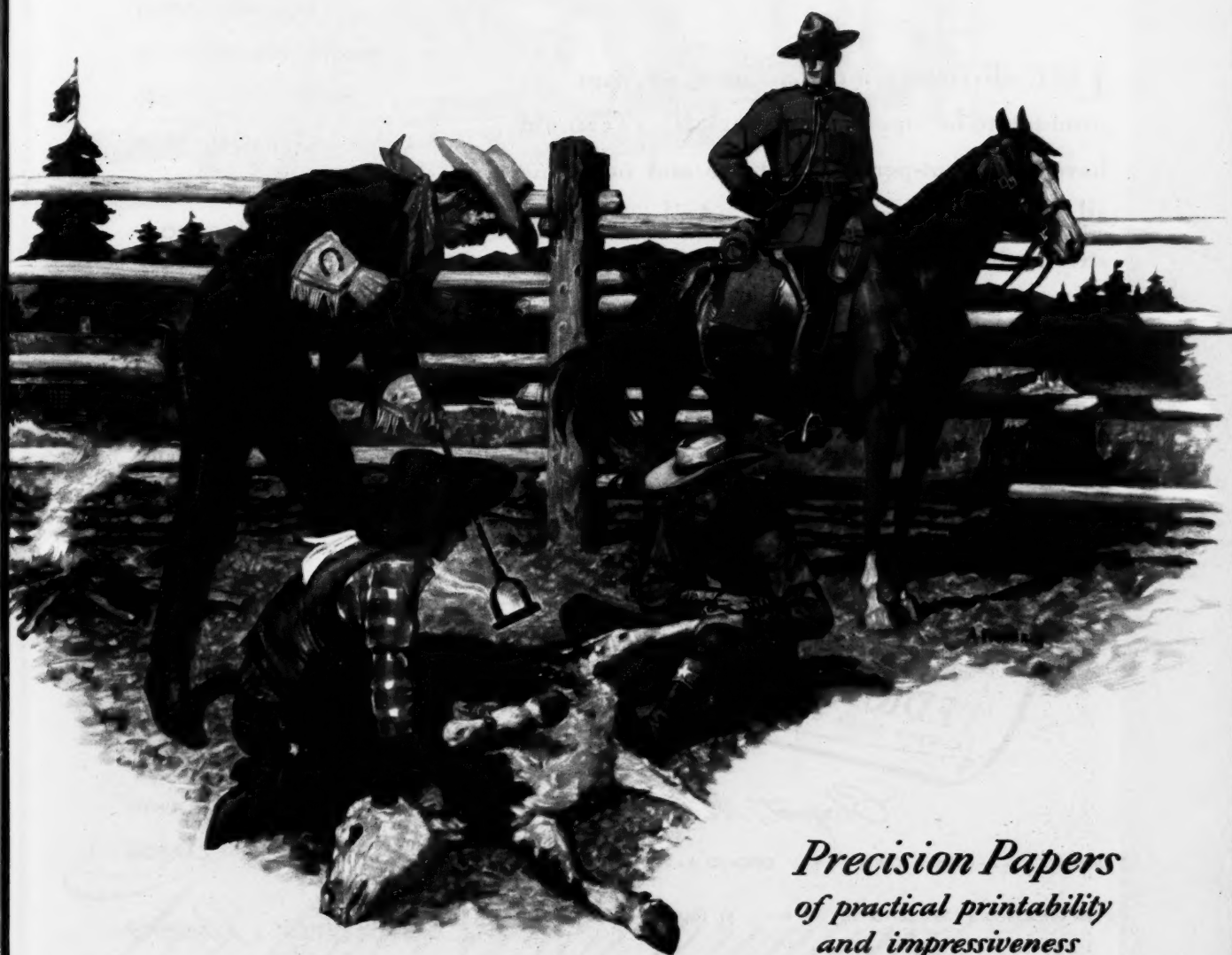
**American Type Founders** 

200 Elmora Avenue, Elizabeth B, New Jersey



*This envelope attachment, for use with small envelopes and postcards, prevents the pile from buckling or stock swinging sideways when leaving the suckers.*





*Precision Papers  
of practical printability  
and impressiveness*

# NORTHWEST

## PEDIGREED PRINTING PAPERS



*Always make good printing better*

THE NORTHWEST PAPER COMPANY • CLOQUET, MINNESOTA

LIKE all sincere manufacturers, we want our products to be superior in their class . . . we would have them out-perform, out-live and out-shine all contestants for top honors. And yet, all our striving is not for "honors" — the prize we seek is the complete satisfaction of printer and user.

## THE NORTHWEST PAPER COMPANY



MINNEAPOLIS 2 - FOSHAY TOWER • CHICAGO 6 - 20 N. WACKER DRIVE

SAN FRANCISCO 8 - 391 SUTTER ST. • ST. LOUIS 3 - SHELL BUILDING

### *Printing Papers*

NORTHWEST BOND  
NORTHWEST LEDGER  
NORTHWEST Mimeo BOND  
NORTHWEST OFFSET  
NORTHWEST INDEX BRISTOL  
NORTHWEST POST CARD  
KLO-KAY BOOK  
KLO-KAY LABEL  
MOUNTIE BOOK  
MOUNTIE OFFSET  
CARLTON BOND  
CARLTON LEDGER  
CARLTON MIMEOGRAPH  
CARLTON DUPLICATOR  
NORTH STAR WRITING  
POSTER

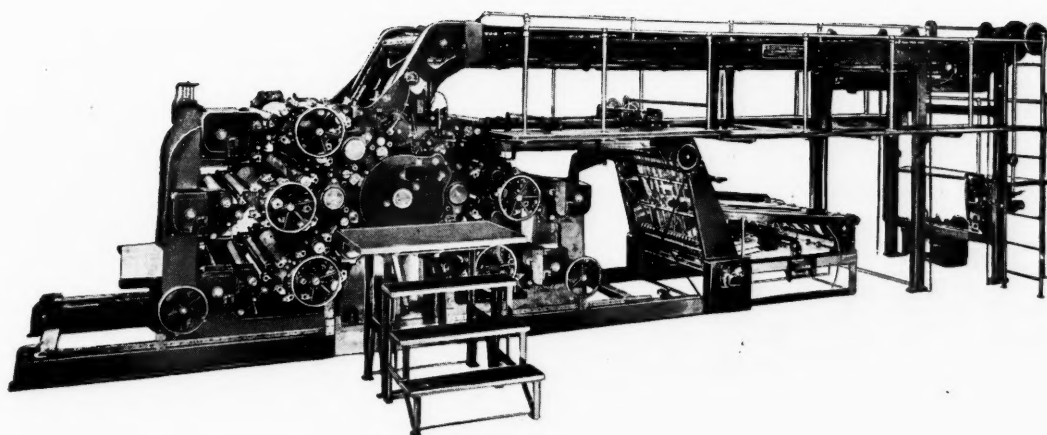
### *Envelope Papers*

NORTEX WHITE  
NORTEX BUFF  
NORTEX GRAY  
MOUNTIE  
CARLTON

### *Converting Papers*

PAPERETTES  
DRAWING  
ADDING MACHINE  
REGISTER  
LINING  
GUMMING  
COATING RAW STOCK  
CUP PAPER





## THE COTTRELL FIVE-COLOR ROTARY

This outstanding 36 x 48" sheet-fed press is designed  
and built by Cottrell to print at speeds up to 6000 sheets  
per hour. Its speed, quality, production and trouble-free operation  
guarantees an especially high quota of salable sheets.

This press is Cottrell's answer to today's demand for better and  
faster color printing.

*For finer color printing*

**Cottrell**

C. B. COTTRELL & SONS CO.

Westerly, Rhode Island

New York: 25 E. 26th St.

•

Clayburn Division: 3713 N. Humboldt Ave., Milwaukee, Wis.

Chicago: Daily News Bldg., 400 W. Madison St. • Smyth-Horne, Ltd., 13 Bedford Row, London W.C. 1, Eng.





## THE SWING IS TO GRAPHIC ARTS

Critical buyers of plates started it. Soon there were over 200 of America's leading lithographers and printers keeping it up. Today ever so many more are pushing in the right direction.

It's so much pleasure to get the best in plates ALWAYS. Life is ever so much easier when your work goes through with a breeze. There's a thrill in working with plates produced by the new improved processes.

Once you've gotten in the swing you'll never let the old cat die.

**MAIN OFFICE: TOLEDO 4, OHIO**  
**110 OTTAWA ST. • PHONE GA. 3781**

*Graphic Arts Corporation OF OHIO*  
MAKERS OF FINE PRINTING PLATES  
TOLEDO • NEW YORK • CHICAGO • DETROIT

WE BELIEVE IN, ENDORSE  
AND HELP SUPPORT  
THE LITHOGRAPHIC  
TECHNICAL FOUNDATION

NEW YORK OFFICE  
148 West 22nd Street  
Phone Chelsea 3-5309

DETROIT BRANCH  
825 West Elizabeth  
Phone Randolph 9122

CHICAGO OFFICE  
222 West Adams Street  
Phone Randolph 5383

*Federated*  
*— first in the*  
*non errorous*  
*field*

**FMD**

## If you use type metals

*look for This Name—here's why*

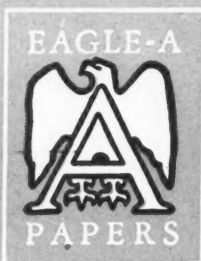
Federated is first in variety and quality of metals, first in service, first in manufacturing and technical facilities for the graphic arts. ► Businesses or manufacturers become "largest in the country" not by accident but by plan. The Federated plan is to produce the finest metals for *every* graphic arts requirement, and back their users to the limit with unmatched technical and research facilities. ► Federated Process Type Metals are produced to all specifications. Other Federated products are Copper Anodes and Electrotyper's Foil. ► Wherever *you* are, there is a Federated office—one of 25 throughout the country. To reach Federated consult your phone book or write *Federated Metals Division, American Smelting and Refining Company, 120 Broadway, New York 5, New York.*

***Federated* METALS DIVISION**  
 AMERICAN SMELTING AND REFINING COMPANY



Please Mention THE INLAND PRINTER When Writing to Advertisers

DESIGNED TO PERFORM . . .



The entire group of  
Eagle-A Acceptance  
50% cotton content  
papers consists of:

EAGLE-A  
ACCEPTANCE BOND  
EAGLE-A  
ACCEPTANCE RECORD  
EAGLE-A  
ACCEPTANCE INDEX  
BRISTOL

Years ago, index cards were cut by hand — a slow and inaccurate process. On today's modern high speed rotary machines uniformity of slitting and cutting is assured.

## EAGLE-A ACCEPTANCE INDEX

is an ideal 50% cotton content bristol for the higher grades of index and record keeping cards. Suitable for all forms of printing, Eagle-A Acceptance Index has the stamina to withstand frequent handling, has an ideal ruling and erasing surface, and is uniform in caliper.

Recommend Eagle-A Acceptance Index to your customers. Ask your Eagle-A paper merchant for samples.

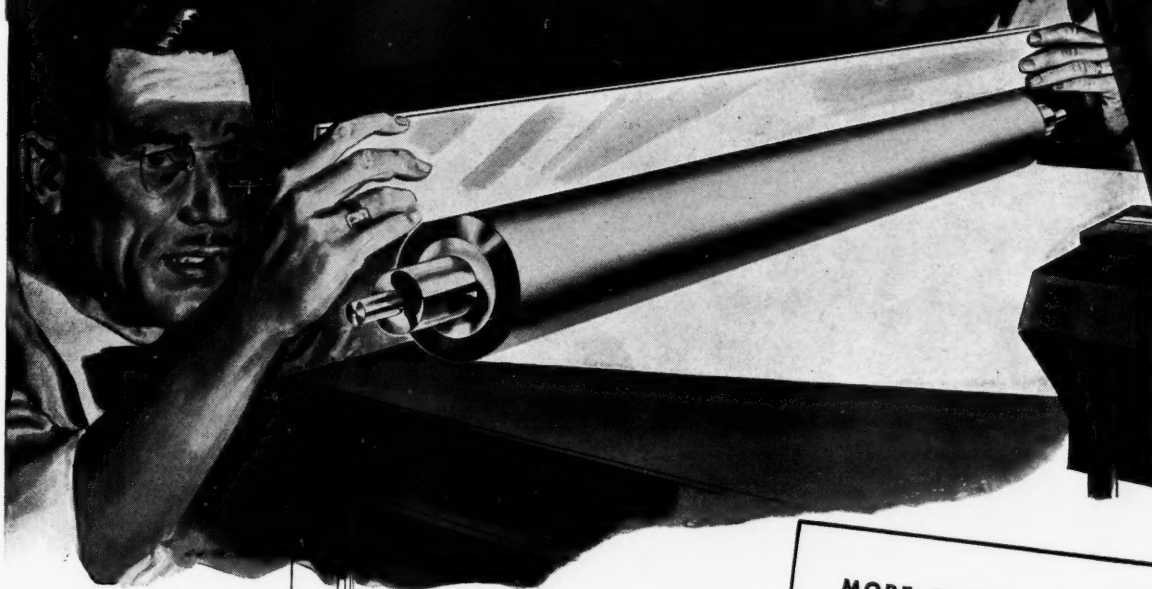
# EAGLE-A PAPERS

AMERICAN WRITING PAPER CORPORATION • HOLYOKE MASSACHUSETTS

**DAYCO  
FACT**

**THE LIGHT TEST PROVES**

**Daycos are Precision Ground**



***That's why Daycos require less adjustment***

Each Dayco Roller is precision ground—able to withstand the accuracy test of a strong light behind a steel straight edge. Maintaining such close tolerance means Dayco Rollers require a minimum of adjustment on the press. They don't have to be "socked down" to obtain perfect impressions—you can obtain the finest printing results with the lightest kiss touch. That's why Daycos wear evenly and last longer.

Accurate grinding is one of many reasons why one Dayco will do the job of eight ordinary rollers. Listed in the panel at the right are other reasons why Daycos will protect your reputation as a top-quality printer . . . help you lower production costs. A Dayco Roller Specialist will gladly explain them to you in detail. Write today.

**DAYTON RUBBER • DAYTON, OHIO**

Latin American Representative: National Paper and Type Company, 120 Wall Street, New York, N.Y.  
Canadian Representative: Manton Brothers Ltd., Toronto-Winnipeg-Montreal-Vancouver

**MORE DAYCO FACTS  
that mean better quality  
printing at lower cost**

1. Dayco Rollers are ground so accurately that a kiss touch is obtained with minimum adjustment.
2. When Dayco Rollers finally wear out they can be re-Dayco'd at one third the cost of new rollers.
3. Daycos take all kinds of inks . . . heat set, metallic, fast drying, oil base, or many of the newer inks.
4. Dayco Rollers are so perfectly balanced they run true without whip, reduce bearing wear to a minimum.
5. Fused Ends of Dayco Rollers make possible finest roller performance plus renewable surface economy.
6. Dayco Roller compounds are multiple refined to secure a uniform, soft, smooth texture so essential to fine printing.

*Ask about the Dayco EXTRA  
CORE PLAN*

**Dayton Rubber**

THE MARK OF TECHNICAL EXCELLENCE IN NATURAL AND SYNTHETIC RUBBER



## 1000 Big Proofs An Hour...

The No. 325G Vandercook Power Proof Press will prove forms up to 24" x 24½". Automatic delivery and ink fountain make possible the high speed production of proofs from 4" x 6" up to 24¾" x 27".



### VANDERCOOK & SONS, INC.

General Offices: 908 North Kilpatrick Avenue • Chicago 51, Illinois

#### SPECIFICATIONS

Bed Size...25"x46¼"  
Max. Sheet. 24¾"x27"  
Max. Form..24"x24½"  
Floor Space. 3'9"x9'10"



Fourteen Vandercook  
Proof Presses are now  
available—priced from \$125

- ☐ Send information No. 325G Power Proof Press.  
☐ Send catalog of all Vandercook Proof Presses.

INDIVIDUAL \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

*Mail  
Coupon*

## Manufacturers of Printing Equipment

*can obtain this Specialized Service*

The planning and preparation of catalogs, bulletins and sales literature is our specialty. Present clients include leading manufacturers in the graphic arts industry in which our staff has had more than thirty years' experience in sales promotion. Write for samples of our current work.

### MEERMANS, INC.

*Advertising*

1924 N. B. C. BUILDING • CLEVELAND 14, OHIO

# MEAD

## papers

### NATIONALLY DISTRIBUTED

**ALA.:** W. H. Atkinson Partin Paper Co.; Sloan Paper Co.

**ARIZ.:** Blake, Moffitt & Towne; Graham Paper Co.; Zellerbach.

**ARK.:** Roach Paper Co.

**CAL.:** Blake, Moffitt & Towne; Commercial Paper Corp.; General Paper Co.; Seaboard Paper Co.; Zellerbach.

**COLO.:** Dixon & Co.; Graham Paper Co.

**CONN.:** Alling Paper Co.; John Carter & Co.; Rourke-Eno Paper Co.

**D. of C.:** R. P. Andrews; Barton, Duer & Koch; Frank Parsons Paper Co.; Stanford.

**FLA.:** Capital Paper Co.; Central Paper Co.; Everglade Paper Co.; Jacksonville Paper Co.; Tampa Paper Co.

**GA.:** Atlantic Paper Co.; Graham Paper Co.; Macon Paper Co.; Sloan Paper Co.

**IDA.:** Blake, Moffitt & Towne; Zellerbach.

**ILL.:** Berkshire Paper Co.; Birmingham & Prosser; Blunden-Lyon Paper Co.; Chicago Paper Co.; Dwight Bros. Paper Co.; LaSalle Paper Co.; Marquette Paper Corp.; Messinger Paper Co.; Midland Paper Co.; Swigart Paper Co.; James White.

**IND.:** Central Ohio; Century Paper Co.; Crescent Paper Co.; Diem & Wing; Indiana Paper Co.; C. P. Lesh Paper Co.

**IOWA:** Birmingham & Prosser; Carpenter Paper Co.

**KAN.:** Carpenter Paper Co.; Graham Paper Co.

**KY.:** Louisville Paper Co.

**ME.:** C. M. Rice Paper Co.; C. H. Robinson.

**MD.:** Antietam Paper Co.; Barton, Duer & Koch; Baxter Paper Co.; O. F. H. Warner & Co.

**MASS.:** Bulkley, Dunton & Co., Inc.; Butler-Dearden; Carter, Rice & Co.; John Carter & Co.; Century Paper Co.; Colonial Paper Co.; Mill Brand Papers; Paper House of N. E.

**MICH.:** Beecher, Peck & Lewis; Birmingham & Prosser; Carpenter Paper Co.; Graham Paper Co.; Grand Rapids Paper Co.; Seaman-Patrick; Union Paper & Twine.

**MINN.:** John Boshart; General Paper Corp.; The John Leslie Paper Co.

**MO.:** Acme Paper Co.; Birmingham & Prosser; Central States Paper Co.; K. C. Paper House; Tobey Fine Papers, Inc.; Weber Paper Co.; Zellerbach.

**MONT.:** Carpenter Paper Co.; The John Leslie Paper Co.

**NEB.:** Carpenter Paper Co.

**N. J.:** Bulkley, Dunton & Co., Inc.; Forest Paper Co.; Lathrop Paper Co.; Lewmar Paper Co.; J. E. Linde; Henry Lindenmeyr & Sons.

**NEW YORK CITY:** H. P. Andrews; Bulkley, Dunton & Co., Inc.; M. M. Elish & Co., Inc.; Forest Paper Co.; J. & F. B. Garrett; Green & Low; Lathrop Paper Co.; J. E. Linde; Henry Lindenmeyr & Sons; Marquardt & Co.; Merriam Paper Co.; Miller & Wright; A. W. Pohlman; Reinhold-Gould, Inc.; Schlosser Paper Corp.; Vernon Bros. & Co.; Walker-Gould-Plehn; Willmann Paper Co.

**NEW YORK:** Fine Papers Inc.; Franklin-Cowan; J. & F. B. Garrett; V. H. Smith.

**N. C.:** Dillard Paper Co.

**OHIO:** Alling & Cory Co.; Central Ohio; Chatfield Paper Corp.; Cleveland Paper Co.; Diem & Wing; The Johnston Paper Co.; Ohio & Michigan Paper Co.; Scioto Paper Co.; Union Paper & Twine Co.

**OKLA.:** Carpenter Paper Co.; Tulsa Paper Co.

**ORE.:** Carter, Rice & Co. of Ore.; Fraser; Zellerbach.

**PA.:** Alling & Cory Co.; Chatfield & Woods; A. Hartung & Co.; Johnston, Keffer & Trout; Thos. W. Price Co.; Raymond & McNutt Co.; G. A. Rinn; Schuykill Paper Co.; H. A. Whitman & Co.; Whiting-Patterson Co.; Wilcox-Walter-Furlong.

**R. I.:** John Carter & Co.; Narragansett Paper Co.; Carter, Rice & Co.

**S. C.:** Dillard Paper Co.

**TENN.:** Bond-Sanders Paper Co.; Clements Paper Co.; Graham Paper Co.; Southern Paper Co.; Southland Paper Co.

**TEX.:** Carpenter Paper Co.; C. & G. Paper House; Clappitt Paper Co.

**UTAH:** Carpenter Paper Co.; Zellerbach.

**VA.:** Gauthorne Paper Co.; Dillard Paper Co.; Old Dominion Paper Co.; Richmond Paper Co.; B. W. Wilson.

**WASH.:** Blake, Moffitt & Towne; Carter, Rice & Co. of Wash.; Zellerbach.

**WIS.:** Bower Paper Co.; Wisconsin Paper & Products Co.; Woelz Bros.



## Springtime for Sale

For any industry which caters to basic human comforts, expansion is as inevitable as Spring. This is why the air-conditioning industry, controlling nature's own humidity, looks forward confidently to a \$670,000,000 market in the next five years.

Air conditioning is vital to the manufacture of quality papers, for moisture-content must be controlled if printing is to be precise. But paper is no less vital to the manufacturers of air-conditioning equipment, for it is paper which gives graphic and rational momentum to such appealing promises as "Springtime for Sale."

Are you specifying Mead Papers of the Mead, Dill & Collins, and Wheelwright lines? Mead merchants will do their utmost to fill your needs. "Paper Makers to America" is expanding to meet the demand of America's expanding industries for "the best buy in paper today."

★★★ Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; Printflex; Canterbury Text and Cover Papers.

**MEAD**  
*papers*

ESTABLISHED 1846

**MORE THAN ONE HUNDRED YEARS OF PAPER MAKING**

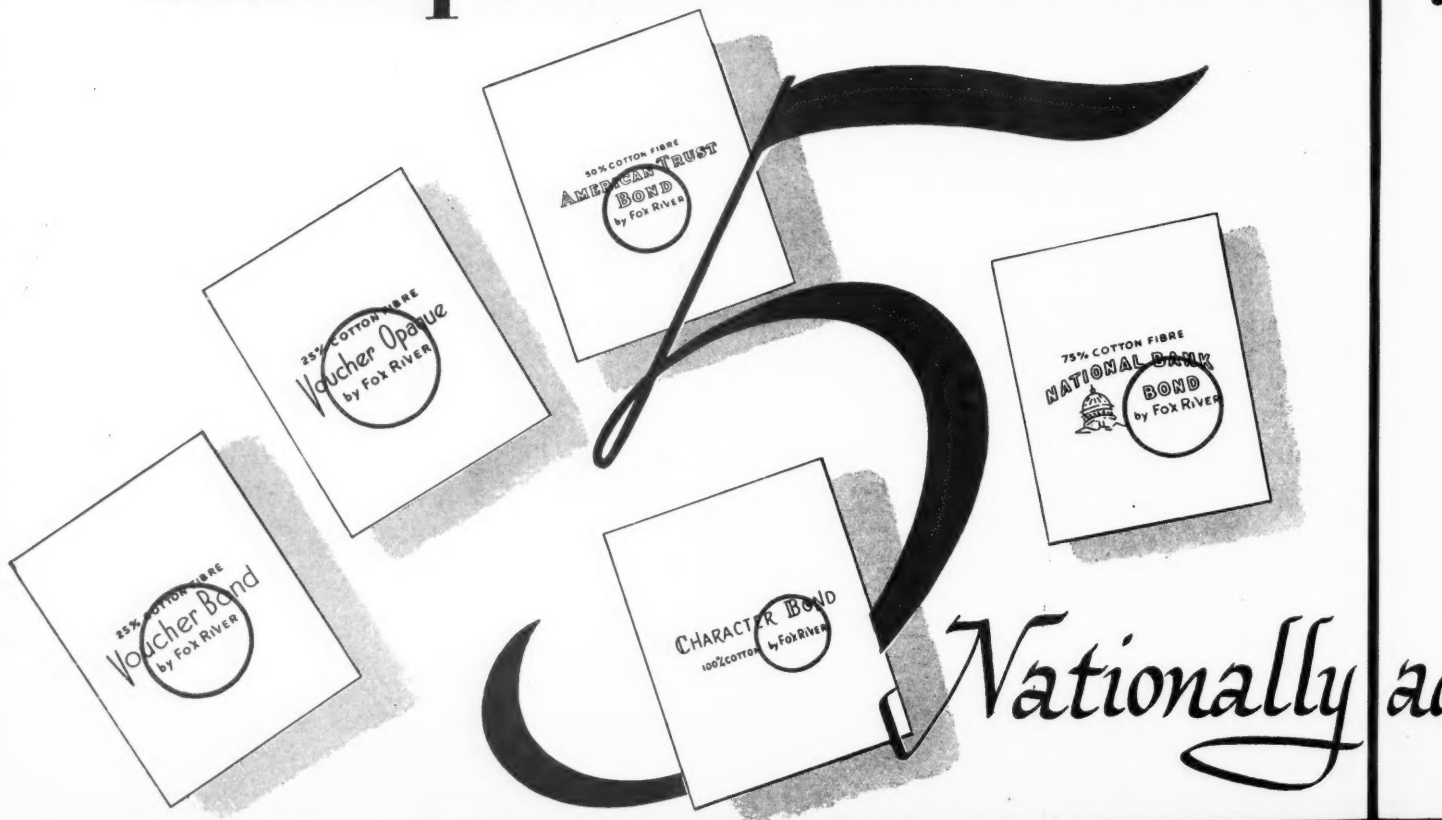
**THE MEAD CORPORATION • "PAPER MAKERS TO AMERICA"**

The Mead Sales Company, 230 Park Avenue, New York 17 • Sales Offices: Mead, Dill & Collins, and Wheelwright Papers • Philadelphia • Boston • Chicago • Dayton

Please Mention THE INLAND PRINTER When Writing to Advertisers

27

# An important announcement by



nt by *Paul Butler* PRESIDENT, BUTLER COMPANY

Now is combined the established acceptance of these five bonds with  
the name of the mill which has produced these papers for over 30  
years. Now we can offer you merchandising assistance and consumer  
appeal created by Fox River's national campaign of over 2,600,000 circulation  
of Time, Newsweek and similar magazines reaching buyers of business  
papers. Butler's more than 100 years of service as paper merchants for the  
printing trade and Fox River's 64 years of fine paper making represent  
exceptional knowledge in providing you both the right product and the  
right service. BUTLER COMPANY, CHICAGO.

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Butler-American  
Paper Co.  
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# Not Just Claims!

Customers write our best advertisements.  
Here are a few excerpts from unsolicited testimonial letters proving our claims that the *Lawson "38" Paper Cutter* pays off with increased production, greater safety, superior accuracy and extra dependability.

“You may invite any prospective buyers you wish to visit us and see the Lawson "38" in action. They'll see how the Lawson whisks through 20# bond, index bristol, hard surfaced 8 point coated, soft pulpy blotting paper.”

THE REPLY-O PRODUCTS CO.

*The Lawson easy "pendulum-swing", straight line knife pull, cuts through paper with the "greatest of ease."*

“We note that the ease of operation is more thorough than any other cutter... We particularly enjoy its smooth operation and almost effortless motion.”

THE M. H. DAVIDSON COMPANY

*New treadle action is feather-light to operate. Eliminates leg and back-breaking strain when bringing down clamp by foot.*

“The speed and accuracy of this machine is frankly a revelation. Its safety features and ease of operation are not the least of its virtues.”

W. F. PRIOR COMPANY, INC.

*The extra long clamp lead and positive self-adjusting clamp pressure eliminate inaccurate cutting.*

“The streamlined simplicity of the "38" extends not only to its design but also to its operation and maintenance.”

SEFER PUBLISHING AND BOOKBINDING CO.

*The Lawson "38" is a post-war cutter designed by our Chief Engineer, Fred Seybold. The Lawson "38" is modern because it is not based on obsolete designs or patterns.*

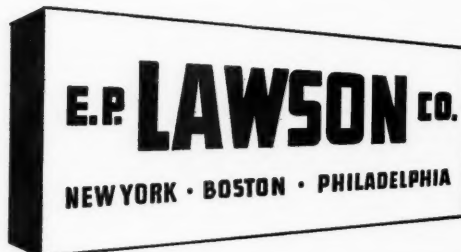


More than 375 precision-built *Lawson "38" Paper Cutters* have already been delivered in 1947. Every day, more Lawson "38's" are rolling off assembly lines to meet the unprecedented demand for this modern superior paper cutter. Get in touch with your nearest Lawson office or distributor today for complete facts and figures on the new Lawson "38" Paper Cutter.

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## KEEPING AN EYE TO THE FUTURE

The efforts we put into meeting current paper needs are only part of the story of International's activities. Equally important, we keep the future in mind—analyzing tomorrow's paper needs as well.

Our organization can therefore plan ahead in preparing raw materials in the great woodlands. Likewise, our research men and technicians are guided as to the direction their work shall take. Paper machines, too, can be scheduled far in advance for the desired production.

All along the line of manufacture and supply—including our sales staffs and distributors—this "eye to the future" attitude pre-

vails. The kind of planning that considers now and the future is all-essential to the requirements of the millions who depend on paper and its products. International Paper Company, 220 East 42nd Street, New York 17, N. Y.



Please Mention THE INLAND PRINTER When Writing to Advertisers

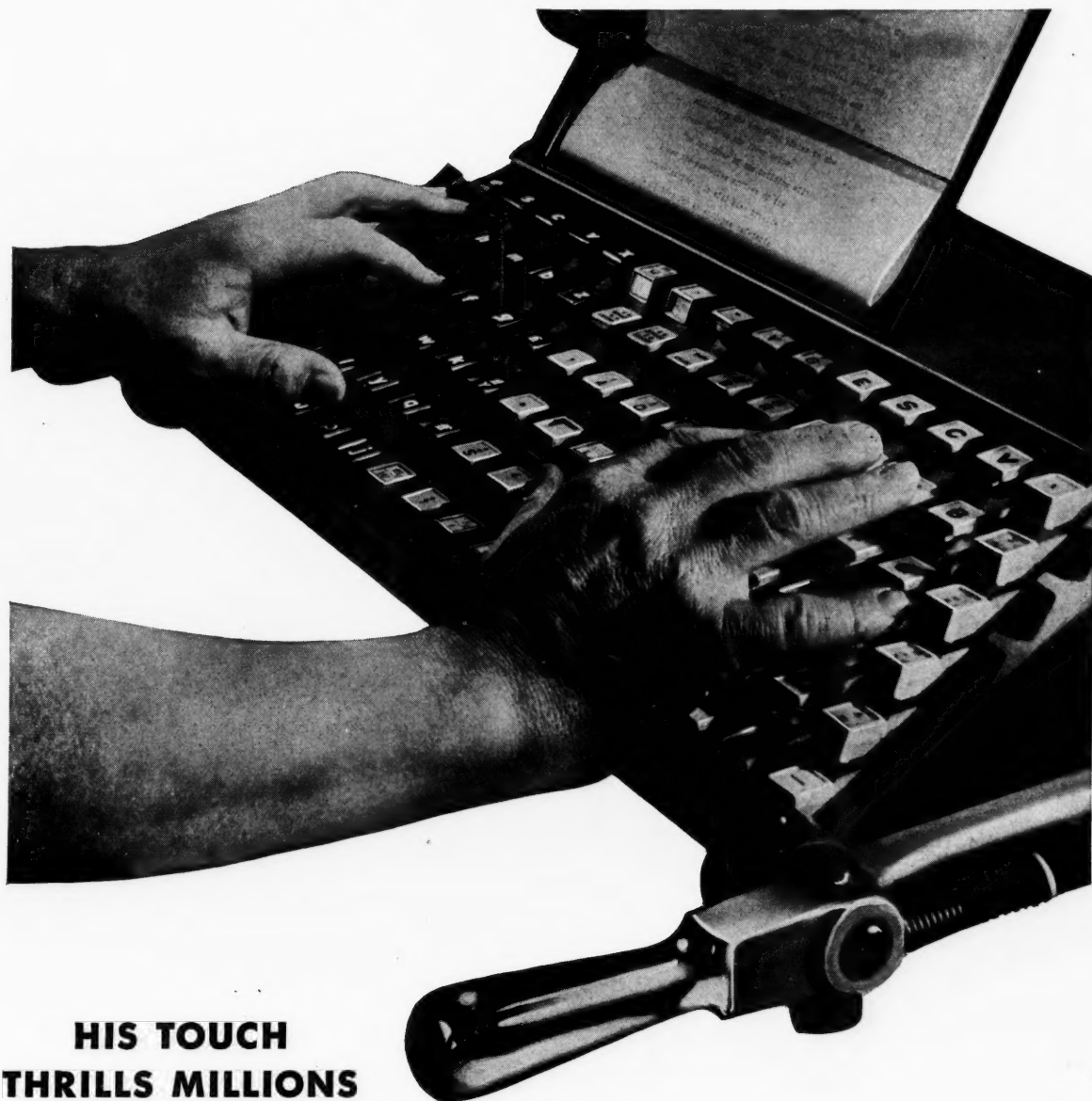


*Which one do you think will get the order?*

**YOU'RE RIGHT!** Informal, strictly functional attire has its place,  
but its place is not in the reception rooms or  
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Informal, strictly functional printing has its place, too; it's proper and thrifty for office and shop forms. But when a printed piece is intended to do a sales job, smart advertisers know that it pays to dress it up in a colorful, fine-textured cover like those in the Buckeye and Beckett lines.





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Copy. Tons of it every year. Newspaper stories, best sellers, and booklets on raising chickens. Whatever the subject material, the final production is going to make an impression somewhere. It's going to change in some way one man's ideology. It may stimulate the lives of millions.

The Linotype operator has an important role in the dissemination of knowledge. He turns thought into type slugs, helps

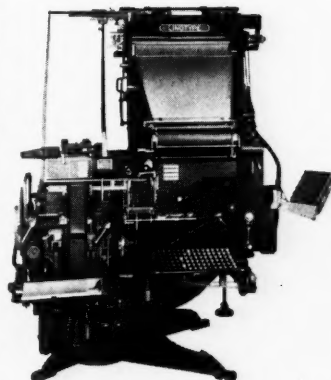
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We're part of the team, too. Our main interest is to provide you with the finest equipment possible . . . Linotypes that will transmit your every command into profitable production. Today's new Blue Streak Models achieve a flexibility and operating economy that merit your close attention.

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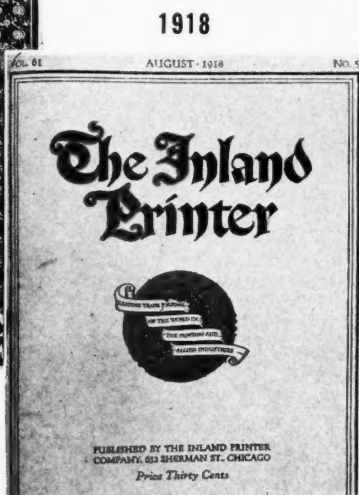




1886



1895



1918



1925

## I-P Covers Trace Progress of Printing Design Since 1886

★VOLUME I, Number 1 of THE INLAND PRINTER appeared in October, 1883, with H. H. HILL as editor. A. C. CAMERON replaced Mr. Hill in 1884 and continued as head of the magazine until 1891. During Mr. Cameron's reign, elaborate covers such as the July, 1886, issue (shown above) were in vogue. In addition to illustrations of presses, compositors, lock-up men, binders, books, a lamp of knowledge, and Mr. Gutenberg, we also find a scantily-clad lady engaged in the art of typesetting. A. H. McQUILKAN took over the editorship from 1891 until 1917. In this era we find better organized yet still flowery covers such as the one for November, 1895, done by Will Bradley. HARRY HILLMAN became editor in 1917. In 1918, cover designs seemed at last destined for simple treatment. With the "roaring twenties," however, the urge returned to crowd decoration (with or without meaning) into every nook and corner. Present-editor J. L. FRAZIER took charge in 1928. Sanity in cover designs has at last returned to the graphic arts, as evidenced by the three striking covers shown below. Comprehensible, significant design has replaced the confusion of earlier efforts.



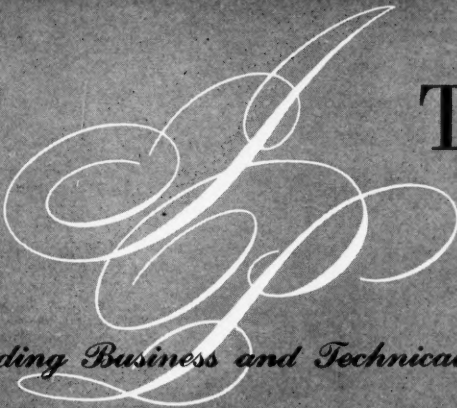
1947



1943



1939



# The Inland Printer

J. L. FRAZIER, Editor • SEPTEMBER, 1947

MACLEAN-HUNTER PUBLISHING CORPORATION

*Leading Business and Technical Journal in the Printing and Allied Industries*

## Union Heads Suggest Legal Maneuvers To Circumvent Labor-Management Law

*By Nathan C. Rockwood*

● THE CONTRACT recently signed with John L. Lewis' United Mine Workers by the United States Steel Corporation and the near strike at the Ford Motor Company plants have emphasized the most spectacular aftermath of the passage of the Labor-Management Relations Act of 1947. The two features of the Act which reportedly aroused the greatest ire in union labor leader circles were: (1) The liability of unions to be sued for breach of contract; (2) The making of affidavits that union officers were not secretly communists. The objections to the ban on closed-shop contracts hasn't yet caused any great furor, probably because the unions expect to get around this one through maintenance of membership contracts, which are still permissible under certain restrictions.

### **Discipline is Weak**

One can readily understand why most unions' officers object to assuming liability for wild-cat strikes, because the truth is that discipline in some of these unions is very weak, and in the final analysis the union officers have little or no actual authority and small influence in controlling the acts of their most willful members. Why they should object so strenuously to filing affidavits that they are not communists or communist sympathizers is not so clear. However, their opposition to these and other parts of the new law has led to open defiance of the Act, and various legal maneuvers to circumvent the law wherever possible.

The coal miners' new contract omits a no-strike clause which John L. Lewis had permitted in previous contracts, and, theoretically, according to the contract, miners may work only as they are "willing and able to." In a coal miners' contract this is not particularly significant because John L. Lewis has been able to exercise iron discipline in his union, and he has a record of living up to his contracts with mine operators. However, the officials of the NLRB have since informally pointed out that this clause, and any similar ones that union contracts with other employers may contain, will not give unions immunity under the law because the right to sue a union also rests with an injured third party. Thus a public utility, a railway, or even a manufacturing concern which suffered losses because of an illegal strike of coal miners, could sue the United Mine Workers for a sum equal to such loss or damage. Moreover, it is still a subject for court decisions as to whether or not a private contract between union and management can be in the public interest when it supersedes the law.

The questionable clause in the coal miners' contract is as follows: "The contracting parties agree that as a part of the consideration of this contract, any and all disputes, stoppages, suspensions of work, and any and all claims, demands, or any actions growing therefrom or involved therein, shall be by the

contracting parties settled and determined exclusively by the machinery provided in the 'Settlement of Local and District Disputes' section of this agreement; or if national in character, by the full use of free collective bargaining as heretofore known and practiced in the industry." In brief the mode of settlement which is provided is by arbitration.

### **Advises New Clause**

Lee Pressman, general counsel of the CIO, has advised the affiliated unions to include this clause in all future contracts: "It is understood and agreed that, in the event of any strike, work stoppage, or interruption or impeding of work on the part of any employees during the life of this agreement, there shall be no liability on the part of the international union, the local union, or any of their officers, agents, or members. The sole recourse and exclusive remedy for the employer in such event is to impose disciplinary measures upon the employees involved in accordance with the provisions of this agreement."

Joseph A. Padway, chief counsel for the AF of L, has advised unions: "Even in the absence of a no-strike clause, some courts might hold that a collective bargaining agreement contained an implied agreement not to strike. Therefore, wherever possible, there should be inserted a clause to the effect that nothing in the agreement shall be deemed to prohibit or prevent a strike or other concerted cessation of employment by the employees."

His advice continues: "An alternative suggested clause, if the foregoing is not acceptable, is the one which provides that nothing in the agreement shall prevent any employee covered thereby from leaving his employment either singly or jointly with other employees.

"If in any particular case it is found impossible to do away with a previously existing no-strike clause, then unions who do agree to a no-strike clause should be sure to limit the union's responsibility to strikes which it has actually caused or actually ratified. It should be specifically stated that, unless a union has actually authorized or actually ratified the strike, it is not responsible for any damages which result from such strike. A concession in this case which it might be well to give, if a clause similar to the foregoing can be agreed upon, would be one to the effect that the union will undertake to take every reasonable means to induce employees going on strike to return to their jobs.

#### **Suggests Limit on Damages**

"An alternative suggestion in line with the above is the inclusion of a clause specifying that the union, in making the agreement, is acting merely as agent for the employees covered by the agreement and shall, under no circumstances, be liable for any strike, breach, or other default under the agreement, unless it can be shown that the union caused or instigated such strikes or other breach."

Mr. Padway's suggestions go further and say that a limit on liquidated damages should be set up in the contract, whether or not it contains a no-strike clause. He would have this amount stated, as \$50 for a small firm, and never over \$500.

The chief points in the controversy over a new contract between the United Automobile Workers Union (CIO) and the Ford Motor Company mainly involved the issues described. The agreement follows in general that in the coal mining industry, providing that the disputes over alleged breach of contract are to be settled as a last resort by an umpire selected jointly by a committee of two management and two labor representatives.

The clause asked by the CIO's legal talent is as follows: "The union, its officers and its members, shall not be liable for a breach of contract because of any strike or work stoppage which may occur during the period of these deliberations and negotiations (that is, while the committee is trying to

reach a settlement; limited to not over one year). The company will not institute any suit against the union, its officers and members, in such event. The company shall be able to avail itself of all other remedies in the contract in the case of strikes or work stoppages. If the committee is unable to find a solution after a year of deliberations and negotiations, the union will retain the right to strike on this issue. In the event such a strike should occur, all other provisions of the contract will remain in full force for the term of the contract."

#### **Responsibility Feared**

Jesse Friedin, the former general counsel and member of the War Labor Board, in a letter to the *New York Times*, has explained the attitude of union labor in part as follows: "The great strength of many labor organizations lies in their ability to point to a long history of responsible adherence to contract terms. Their reluctance to subscribe to a no-strike stipulation is obviously attributable to fear regarding the uncertainties of their financial responsibility for acts which they have neither authorized nor ratified rather than to an intention to retain the right to destroy the stability which contracts are intended to establish. Union refusal to rewrite no-strike clauses, therefore, ought not to be interpreted as any implied reservation on its part of

a right to disavow the expressed conditions of an agreement by striking to change.

"As to the recalcitrance of individual employees, discipline, challengeable through impartial arbitration, rather than lawsuits, must continue to be relied upon. And an employer's necessary authority under these circumstances to invoke discipline will neither be destroyed nor embarrassed by omission of the clause in question."

Mr. Freidin believes that any union collective bargaining contract implies from its very nature that the workers covenant to work under the agreed upon conditions and for the wages agreed upon for the term of the contract, without interruption. If this were not the implication the agreement would be worthless, for it would then be cancelable at the union's option, despite the fact that no such option exists in the terms of the contract.

#### **Decision Will Set Precedent**

Meanwhile, a suit for damages against the United Steel Workers (CIO) was filed in the U. S. District Court in Chicago, July 30, by the Globe Company, asking \$75,000 for alleged losses incurred from July 15 to July 30, and \$30,000 for each additional week that the strike, in violation of an existing contract, may last. The decision in this case will cast some light on the position of the courts in assessing damages.



*On to French Lick!*

## **61st Annual Convention of the Printing Industry of America**

SEPTEMBER 22-25 • FRENCH LICK, INDIANA



Read about an interesting incentive plan that is now in successful operation:

# Printing Firm's Employees Share in Both Responsibilities and Profits of Business

By A. G. Fegert

● "My EMPLOYEE 'partners' are now taking home about 25 per cent more money each week than they did in the period prior to last March when they were employees receiving an hourly rate of pay," says Jerome Joachim, who is owner of the Berwyn Publishing Company, a weekly newspaper and job printing plant in Berwyn, Illinois. Mr. Joachim referred to a recently established incentive system whereby his workmen share in both the responsibilities and profits connected with the production of printed matter in his plant.

Mr. Joachim's plan is based on the principle that all operations performed in his plant add value to the product, and that the workmen are entitled to their share of such an added value—provided that they also share in the responsibility of seeing to it that all their work is skilfully done to the satisfaction of the customer who pays for the job.

## Ten Are Now "Partners"

At present ten people (including the owner) are "partners" in the "added value" arrangement. To facilitate accounting, the partnership is called the Beacon Printing Company. It is, in reality, an internally operating organization, owning no physical assets but leasing from the Berwyn Publishing Company all of its plant equipment. To further simplify accounting, the overhead expense items and other financial outlays necessary to the conduct of the mechanical departments are taken care of by a 40 per cent share of the "added value" proceeds. Mr. Joachim believes that this figure might better be 45 to 50 per cent in order to provide a profit for the operating company, which profits would be distributed at the end of each quarter to the "partners" in the plan.

The other 60 per cent of the "added value" proceeds on each job that goes through the plant is what the workmen divide among themselves, in accordance with the plan,

Jerome Joachim's employees are "partners" in his organization. By accepting business responsibility they also share in the profits of the business. Their taking home 25 per cent more pay now than before inception of the "added value" plan accounts for the popularity and success of the system.



and is represented in each week's pay envelope regardless of when customers pay for the products.

Although the plan may appear somewhat complex, Mr. Joachim asserts that it is really quite simple. Its operation involves the use of the job envelope illustrated. The top and left-hand parts of the job envelope are of the usual type that is found in job plants; the right-hand parts are different, with the headings and blanks designed to implement the "added value" system of production operations.

## A Typical Example

In the illustration, the job calls for 500 wedding invitations at a selling price of \$35.00. In the "Material Costs" column are two items: paper, \$21.50; ink, \$.25; a total of \$21.75. These items represent all of the outside purchases chargeable to the job.

Below, in spaces, are marked the operations required in the plant to add value to the outside purchases. These are indicated by numbers beginning "101," which operation comprises an analysis of the job by the shop foreman, the marking-up

of copy, and general supervision to make sure that everything which the job ticket calls for is performed according to shop standards. On the job, operation "101" (mark-up time) was assigned four units of time (at 6 minutes per unit) for a total of 24 minutes.

Operation "106" is hand composition, for which 20 units have been allowed. The other operations listed include "121" for lock-up; "122" for makeready; "123" for the presswork; "148" for wrapping and labeling.

## Workmen See Figures

The total number of units thus indicated on the job envelope represents all the "added value" items related to that particular job, as arbitrarily determined beforehand by either Mr. Joachim or the shop foreman. As each worker gets the job envelope to do his part of the "added value" operations, he can see how much has been allowed for his operation and how much in dollars and cents he is going to collect for his work. He sees that the selling price is \$35.00, cost of materials \$21.75, leaving \$13.25 for the Beacon Printing Company for distributing on its "added value" basis. Since 40 per cent of it goes toward "overhead," he sees that an item of \$5.30 has been deducted from \$13.25 leaving \$7.95 for distribution among workers for their efforts on the job.

"We do not keep any time records to determine whether or not workers keep within the units allowed on the job," says Mr. Joachim, "It does not matter if the workmen finish in one-half or three-fourths the time allowed. Each man knows that the units allowed are ample and he usually does the work in less than the allowed time. Putting it in another way, he is selling his part of the job to the firm for the amount of money indicated because he is in business for himself, having only his skill and time to sell. The fact that he is getting paid more for his time than he would under



the old system, and that he will share in any surplus that might accrue from "overhead," is sufficient evidence to him that he is getting a fair share of the added value work going through the plant.

"It means also that if work is slack, he can go home or do anything he wishes to do; he receives no income by remaining in the shop

one workman made about \$5.00 up to 10:30 in the forenoon and then went home. On the following day he made \$31.00.

"The workers need no supervision to see to it that they do their work because they are business men and want to make all their efforts most productive," continued Mr. Joachim. "As far as I am concerned, if they

pate in the "added value" plan; it applies only to plant employees.

The Berwyn Publishing Company buys all accounts from the Beacon Printing Company at 98 per cent of face value, the 2 per cent charge being placed in reserve for the bad debts and bookkeeping costs. Thus the Beacon Printing Company can operate on a strictly cash basis each month, and has no bad debt losses.

Mr. Joachim himself is allowed \$85.00 per week from the "overhead" account for the sales and supervisory work. The plant foreman, besides his pay as a workman, collects an additional \$25.00 per week for his supervisory activities. The errand boy is also paid out of "overhead," but overhead is credited with the units of "added value" which the boy's work in the shop amounts to. If the "added value" items of the errand boy should exceed his pay rate for the week he would be paid the difference.

All workers are paid on the same basic unit rate for their work. Mr. Joachim states that in his shop no differentials have been put into effect. He added, however, that any plant adopting an "added value" system could work out any differential they wished so long as the men involved agreed to such a plan.

Interviews with men in the plant revealed that the workers are in accord with the system. All seemed satisfied with the results which included operations during the summer months, and they look forward to better incomes during the fall and winter when volume increases.

The newspaper and some exceptionally large jobs are not rated in advance. Workmen keep a record of their time, and the total units are divided into the amount of the "value added" thus determining the hourly rate (which varies from week to week). If one workman should "soldier" on the job, the rate goes down. Actually the workmen have cut the time spent on this type of work so that the newspaper often pays the highest hourly rate of any job in the shop.

Provision for payment of each partner's withholding tax and other items is included in the arrangement for handling the accounting operations, about which each employee is kept informed.

Mr. Joachim frankly states that some minor defects in the system have already become apparent, but he is confident that these matters can be easily remedied after the plan has been in operation for a year and co-operative profits of the operating group is determined.

Job envelope used in "added value" system. Top and left-hand parts of envelope are of usual type found in job plants; right-hand side incorporates copy and blanks designed to implement system. Operations that add value to job are marked on envelope with number of units allotted to operation

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if he does no work. His time is his own, and that part of it which he sells to the Beacon Printing Company each week is paid for in accordance with the system in which he is a willing partner."

Mr. Joachim illustrated this point by saying that during one week

make \$100.00 to \$150.00 per week it means that they are benefited by the system and that the overhead also is being provided for. It is the equivalent of a commission system for salesmen; the more the worker gets the more the house receives." Salesmen, however, do not partici-

# TAXABLE INCOME CAN BE REDUCED BY MODERNIZATION AND BUILDING

By A. C. Kiechlin

● ADMITTING the need for modernizing printing plants and replacing worn out equipment, small printers continue to postpone making such a move on the plea that exorbitant income taxes make new commitments inadvisable.

"How can I afford new equipment," a printer recently asked me, "when the Government is taking 34 per cent of every dollar I make in net profit?"

He ruefully admitted that much of his equipment, to use his own words, was being "held together with nothing more adhesive than spite and faith."

While it is always risky to oversimplify answers to complex management problems in the industry, an increasingly large number of printers believe they have found a satisfactory answer to this question—or at least as final a solution as is likely to be forthcoming until substantial tax relief is given.

In a nut-shell they say in effect: Provided only that replacements are needed, *the taxpayer cannot afford not to get new equipment or whatever else he needs to keep his business in healthy condition.* This conclusion has been arrived at only after due consideration of income taxation.

While it is true that the excessive income taxes bear heavily on business and sharply decrease the take-home earnings of individual business, the situation is not quite as bad as some pessimists would have one believe.

Most small printing plant owners have not yet quite caught up with the fundamental fact that they have had a new, although silent, partner elbow his way into the business, via income tax legislation. This partner is the United States of America. Having no responsibility, either as a co-manager or as a contributor of capital, this partner, nevertheless, has the right to scan the books of every business in the country and, four times a year, demand a division of the profits—if any. Not only is this the law of the land, it is an incontrovertible partnership arrangement with some 60,000,000 Americans.

This is not to quarrel with the necessity of the income tax law, but

is merely to spell out implications of that law in terms that cannot be mistaken. The sooner business men will get a proper perspective on this novel partnership arrangement, the better off they will be, tax-wise.

This is a peculiar kind of partnership in many ways, deviating sharply from orthodox partnerships between men. If there are losses the working partner must sustain them, alone and unaided, and without any sympathetic asides from his si-

lent partner. If there are profits, however, depending only upon how high these profits go, they are divided on a basis starting at least at 19-81 between silent and working partner. That partnership division can range upward until the division is completely reversed and the silent partner gets 81 per cent, or better, and the working partner 19 per cent, or less. This is profit-sharing of a new and special kind, and with the emphasis on *profit*.

However, despite this grim picture of taxation in this postwar year of 1947, there is an indirect way and a legal and a thoroughly respectable and legitimate way in which the silent partner can be obliged to assume at least some of the burdens of the partnership, as well as enjoy its undoubted blessings. It is on this point that small printing plant owners are woefully uninformed.

Before income taxes bit heavily into the net profit of individual business enterprises, there has been some merit in letting improvements go from one year to the next; in putting off modernization of buildings; for getting along a little longer with outmoded equipment and fixtures; for using baling wire on the old trucks to keep them in delivery service. Frequently, such economies (if not carried to extremes) resulted in genuine savings which were reflected in higher net profits for the economizer.

Unfortunately, plant managers in 1947, in too great numbers, persist in hanging on to management concepts demanding reexamination in the light of income tax laws. Those owners who have paid high income taxes throughout the years, with high taxes a continuing prospect for the foreseeable future, may be shocked to learn that such economies, while boosting net profit before taxes, have served also to shove their income into higher tax brackets, permitting the Government to take a much bigger bite out of each dollar of profit.

To illustrate: Here is one plant owner who, before Pearl Harbor, wanted to buy \$2,000 worth of new and needed equipment. But he temporized until, a year later, no such equipment was available. And in

## Check Your Depreciation

● With new equipment beginning to come on the market, most printers and lithographers would do well to take a look at their depreciation rates and practices, and their tax effects. It is said that plant depreciation expense takes about \$1 out of every \$7 of profit.

● The law says that "A reasonable allowance may be made for exhaustion, wear and tear of property used in the trade or business, including a reasonable allowance for obsolescence." The rates are not fixed by law, and generally the Bureau of Internal Revenue recognizes three methods of measuring the useful life of machinery and equipment. The straight line method is a certain amount each year, depending on what the life of the machine is supposed to be. Under the unit of production method you apportion your depreciation each year according to units of production. Another method is a higher depreciation charge in the early life of the machine and a lower one in later years of its use.

● However, the net results of your depreciation should be that at the end of the useful life of the machine or other property, the total depreciation as set aside each year as reserve (and charged off as depreciation), plus the salvage value, should equal the cost of the machine. Today, the cost of replacement is greater than when most of the machinery in use was purchased.

—Bulletin of Master Printers' Association of Newark.

## BUILDING MODERNIZATION BY TENANT

(5-year lease to run)

Cost of modernization	Annual depreciation	Tax rate (less 5%)	Yearly tax saving	5-year tax saving	Net cost of modernization after tax saving
\$ 1,000	\$ 200	20	\$ 38.00	\$ 190.00	\$ 810.00
2,000	400	22	83.60	418.00	1,582.00
3,000	600	26	148.20	741.00	2,259.00
4,000	800	30	228.00	1,140.00	2,860.00
5,000	1,000	34	323.00	1,615.00	3,385.00
7,500	1,500	38	541.50	2,707.50	4,792.50
10,000	2,000	43	817.00	4,085.00	5,915.00

*Note: Tax rate is adjusted upward as the investment in modernization increases. It is assumed that the taxpayer with a \$5,000 modernization program would not be likely to be in the 20 per cent tax bracket; neither would one with a \$1,000 modernization outlay be in the 34 per cent tax bracket. However, a sliding scale of tax rates for this and other tables has been selected arbitrarily for illustrative purposes only. The reader can figure out his own tax savings by determining the highest bracket any of his taxable income falls into, and use that rate to compute tax savings.*

TABLE I

the meantime, his equipment is falling to pieces, and has long since become an economic liability. Incidentally, it was fully depreciated by year-end 1941.

Now this printer still does not have this equipment in 1947, though it is on order. Five years have elapsed. During that time, because this printer has not been able to take five years of depreciation on \$2,000 worth of equipment having a five-year useful life, he has lost the chance of writing off \$400 a year depreciation as necessary business expense. And, because he could not write off such expense, his taxable income was increased during each of those years by \$400, the exact amount of the annual deprecia-

tion not taken. Ironically, he has paid out each of those years at least \$78 (lowest tax bracket 1946 rate) in additional income tax because he has been getting along without the equipment that his plant badly needed.

Long since, large taxpayers have discovered that, income taxes considered, there is a point of diminishing return where economies are concerned. They have found out the hard way that the modernization of buildings, as well as of equipment, not only is sound for the traditional reason of increasing profits through a greater efficiency, but is doubly justified because it reduces income taxes by reducing taxable income through depreciation charges.

Frequently business profits are artificially increased beyond the norm due to shrinkage of depreciation costs, caused by failure to make normal replacements as demanded by sound business practice. That is, a *real* additional income tax is assessed against a taxpayer because of the *fictitious* additional profit which appears on his books even though, in fact, it merely represents putting off the day of reckoning when replacements must be made.

Moreover, and this is important to a consideration of the problem, the taxpayer struggling along with an antiquated building and worn-out equipment is, in fact, frequently making lower profits than could be attained by increasing the value of his depreciable assets. That is, modernization and increased labor-saving equipment may result in a sufficiently stepped-up profit so that even higher taxes—by comparison—will not seem burdensome, but permit paying all income taxes, leaving take-home earnings greater than earnings previously were before taxes.

Take the case of a small town printer who also retails stationery in a building that has inadequate facilities for window display. He is renting this building and has just taken a ten-year lease. A modest alteration program designed to give the printer a modern store front might cost, say, \$2,000. He may depreciate this expenditure over the period the lease has to run. Thus, he can write off as depreciation expense, upon this item alone, \$200 annually for ten years.

If this taxpayer is in the \$6,000 profit class, and he has \$2,500 in his personal exemptions and deductions, he has \$3,500 subject to income tax, placing the top layer in the 22 per cent (less 5 per cent) bracket. Even assuming that his net profit is not increased one dime by such an improvement—though it should be, and that is his primary object in making the improvement—this \$200 additional expense each year will reduce his \$6,000 income to \$5,800, and his \$3,500 taxable income to \$3,300.

His yearly income tax (based on the 1946 rates) will be reduced by \$41.80, and the ten-year saving will amount to \$418 for the life of the lease. That is, the net cost of the store front (considering the income tax saving) will be \$1,582. Actually increased business may be expected to wipe out the \$1,582 and leave a handsome profit.

If he were in the 26, 30, 34, or higher tax bracket, his yearly and

## NEW BUSINESS BUILDING

(40-year useful life)

Building cost	Annual depreciation	Tax rate (less 5%)	Yearly tax saving	40-year tax saving	Net cost of building after tax saving
\$10,000	\$ 250	22	\$ 52.25	\$ 2,090	\$ 7,910
15,000	375	26	92.63	3,705	11,295
20,000	500	30	142.50	5,700	14,300
25,000	625	34	201.88	8,075	16,925
30,000	750	38	270.75	10,830	19,170
40,000	1,000	43	408.50	16,340	23,660
50,000	1,250	47	558.13	22,325	27,675
75,000	1,875	50	890.63	35,625	39,375
100,000	2,500	53	1,244.45	49,778	50,222

*Note: The above table is based on a 40-year useful life which, however, might be much less in specific instances.*

TABLE II



total tax saving would become even greater, and the depreciable asset's net cost would be even less.

Again, a taxpayer may be toying with the idea of installing new equipment. The useful life varies as to items. However, taking a fifteen-year life as average, a \$3,000 investment in such items may be depreciated at the rate of \$200 a year. If the taxpayer is in the 30 per cent income tax bracket, the yearly tax saving will be \$57. For the fifteen-year period this tax saving at present tax rates will total \$855, making the net cost after taxes of the equipment amount to \$2,145.

Or, the printer may be considering buying a new delivery truck to replace one long since worn out and fully depreciated. A \$2,100 delivery

practical precisely because of the existing income tax laws.

Going back to the reference of the Government being the silent partner, this is one way in which this partner, indirectly, assumes certain obligations of the partnership. Not required to put up any cash, the Government partner is nonetheless limited in its share of the profits by the legitimate expenses which, in the final casting up of accounts, determine net profits and, in turn, income taxes.

With these tax facts in mind, smaller plant owners, especially, may well reverse the question asked in the opening of this article, and may query themselves: Can I afford NOT to modernize my plant, and install new labor-saving de-

## Eradicating Competition that Destroys

When the city council's finance committee in Seattle recently unanimously expressed the view that Seattle's city government should not engage in business that would compete with a private industry, such as the printing industry of the city, an important problem was cleared up—at least locally.

Settling this point, the city council of Seattle, through its finance committee, approved a bid of the Frayn Printing Company of that city of \$2,250 for 1,500 copies of the Seattle building code. At the same time the committee of councilmen rejected a bid which had been made by the police department to make the necessary copies by Multilith for only \$1,350. Councilman Robert H. Harlin commented on a most important point in this connection—that the city should not adopt a policy of depriving any printing organization of legitimate business.

In the Seattle *cause celebre*, the Frayn Printing Company of that city had originally printed the code in booklet form and had the type standing for use in future revisions. Thus it was able to make the offer to supply the 1,500 copies for \$2,250.

After this offer had been received, a member of the city council discussed the matter with the police department and found that it would do the job on Multilith printing equipment for only an estimated amount of \$1,350. In this connection Robert M. Frayn, of the printing company, appeared before the council committee with a detailed statement that indicated where in its estimate the police department had inadvertently omitted items that he stated would increase the cost to something over \$2,000, if the work were performed in the police department.

So when one of the leading councilmen—James Scavotto—stated that "it's not the proper province for city government to compete with established businesses," two other prominent councilmen immediately concurred, and so the committee voted to draft an ordinance appropriating funds necessary to award the contract to the Frayn company.

There is an example in this action—considerable food for thought, particularly on a national basis. Not only branches of municipalities but larger bodies politic have engaged in competition that deprives and destroys. Printing done by Federal Government departments has long deprived commercial printing houses of a considerable volume of business that would otherwise go to them.

### PLANT FIXTURES & EQUIPMENT

(15-year useful life)

Fixture and equipment cost	Annual depreciation	Tax rate (less 5%)	Yearly tax saving	15-year tax saving	Net cost of fixtures-equipment after tax saving
\$ 500	\$ 33.33	20	\$ 6.34	\$ 95.10	\$ 404.90
1,000	66.67	20	12.67	190.05	809.95
1,500	100.00	22	20.90	313.50	1,186.50
2,000	133.33	22	27.87	418.05	1,581.95
3,000	200.00	30	57.00	855.00	2,145.00
4,000	266.67	34	86.14	1,292.10	2,707.90
5,000	333.33	38	120.34	1,805.10	3,194.90
7,500	500.00	43	204.25	3,063.75	4,436.25
10,000	666.67	47	297.65	4,464.75	5,535.25
15,000	1,000.00	50	475.00	7,125.00	7,875.00

TABLE III

truck, if usage warrants, may be depreciated in three to five years. Taking three years, this means a write-off of \$700 a year. In the 30 per cent bracket the resulting tax saving is \$199.50 a year, or a saving of \$598.50 for the useful life of the truck, making its net cost to the taxpayer \$1,501.50.

Still another factor to consider by growing businesses, where profits are expected to increase during the years when new depreciable assets' useful life has to run, is that tax savings may be even greater than originally calculated, due to the top layer of each succeeding year's profit being in a higher tax bracket.

Viewed in its true light, an improvement or a replacement which originally looked too burdensome because of excessive income taxes, now comes into focus and is highly

vices, and replace equipment which is eating its head off with expensive breakdowns and with the heavy labor charges?

Not only may modernization be financed by the taxpayer at considerably less than its cost price, he may benefit profitwise, at the same time. Not only may he get latest labor-saving equipment at less than its out-of-pocket price, but effect large savings in payment of high wage scales.

In the final analysis, whether an individual plant owner modernizes or not is a strictly personal problem, and one that he alone can decide. Certainly, however, he cannot make an intelligent decision without considering the tax implications of such a move and giving the tax aspect as much weight as all of the other much more commonly accepted factors.



# HALFTONE MADE DIRECT FROM PHOTOGRAPH BY NEW METHOD

● HALFTONE printing plates are being made direct from photographs in a matter of minutes, without the use of screen negative or acid etch, on a photo-electric engraving machine developed by the Fairchild Camera & Instrument Corporation, New York City. The machine will produce a 65-line halftone celluloid plate, 8 by 10 inches, in twenty minutes, or a single column (two-inch) newspaper halftone, in any depth up to eight inches, in four minutes.

The halftone obtained from the machine has good gradation of the tones, which extend nearly to both ends of the gray scale from solid to fine highlight. The extremes of tonal range are predetermined for each piece of copy. Darkest and

photo and radio facsimile, employing a photo-electric "eye" scanning device and mechanically coupled "sending" and "receiving" cylinders or drums. The photo-electric eye, as it scans the photograph wrapped around the revolving copy or sending drum, transmits electrical impulses of varying intensity to a heated stylus, which burns depressions into a celluloid printing plate wrapped around the plate or receiving drum as it revolves in synchronization with a sending drum.

The stylus is an inverted pyramid, with four sides tapering to a point like the tip of a soldering iron. Highlight areas in the copy set up strong electrical impulses which cause the stylus to burn deep and

gears consist of an internal wheel and an internal ring, each equipped with a row of teeth around its circumference—one tooth for each dot around the circumference of the printing plate. The teeth on the wheel align with those on the ring, but they don't touch or mesh. An electrical voltage passes from one set of teeth to the other as the wheel revolves on the same axis with the copy and plate cylinders. When the teeth are in line with each other, the stylus moves into the plate for cutting; when the teeth are out of line, the stylus moves away from the plate.

During each revolution of the wheel, as the stylus burns a row of dots around the plate, the ring revolves half a tooth space so that the next row of dots will be staggered in relation to the row preceding it, thus creating the characteristic diagonal pattern of a halftone.

The largest plate that can be made on the machine is 8 by 10 inches—8 inches around the cylinder and 10 inches along. The stylus moves along the cylinder at the rate of one inch every two minutes, so that width rather than length determines the time it takes to engrave a plate. For instance, a plate five inches wide would be engraved in ten minutes, regardless of its other dimension, which might be anything up to eight inches around the cylinder. Several small pieces of copy could be engraved at one time on a plate and cut apart, provided they had similar extremes in tonal range which would not require different settings of the machine, just as several pieces of copy should have similar tonal values for engraving on one flat by conventional engraving methods.

The first Fairchild photo-electric photoengraving machines will be used in newspaper plants, but they will eventually be available to others in the graphic arts industry. About thirty of the machines, which will be ready for use in September or October, will be field-tested in newspaper plants of all sizes within 100 miles of New York, to be designated by the three news picture services, Associated Press, Acme News Pictures, and International News Photos, as well as Western Newspaper Union.

Immediate interest in the machine is confined pretty much to newspapers because of the 65-line screen limitation, but models may eventually be developed which will produce halftones up to 133-line screen, according to John Boyajean, Fairchild engineer.

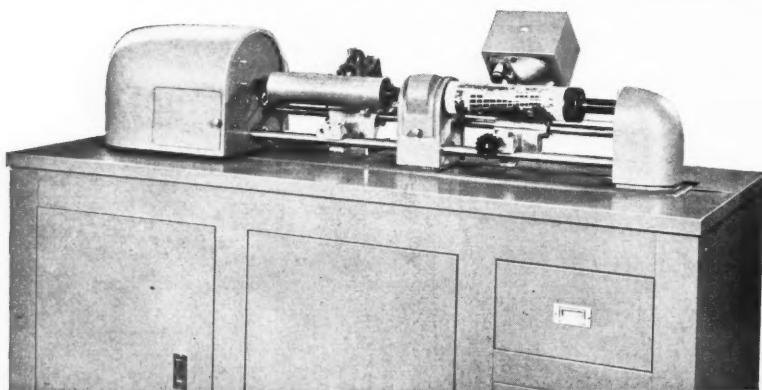


Photo-electric engraving machine developed by the Fairchild Camera & Instrument Corporation

lightest areas in the copy are examined, then gauges set on the machine to control the limits at either end of the scale, with the relative values of the middletones automatically taken care of.

There is no mushrooming or undercutting of dots, and the plate does not have to be re-etched or hand finished. It is ready to print when it comes off the machine.

The celluloid plate can be printed direct, by tape-mounting it on wood, or mats can be rolled or pressed from it. Up to 16,000 impressions have been secured from one plate in direct printing tests, and there is no reason to believe the plate will not wear as long or longer than zinc, the company states. From fifty to sixty mats for stereotyping have been made from one plate.

The machine operates on the same general principle as Wire-

wide into the plate, leaving a pyramid-shaped highlight dot with a square top. Dark areas in the copy set up weaker impulses, causing the stylus to cut or burn shallower and narrower depressions, thus leaving most of the top surface intact for printing the shadow areas. The stylus cuts to a depth of better than .010 of an inch in the extreme highlight areas, and from .003 to .004 in the shadow areas.

The photo-electric eye and the stylus alone would not create a halftone pattern; they would simply produce a continuous line or groove of varying depth in the plate. To obtain the halftone pattern necessary for printing, a third operating element is introduced—a set of gears which cause the stylus to move into and away from the plate at regular intervals, like the needle of a sewing machine. These

The present machine will make only "same size" plates—no proportional reduction is possible. A simple solution to this limitation would be the use of photographic reductions of originals as copy for the machine.

The company sees a potential market for its machine in the office duplicating field, for speedy and economical production of halftone-illustrated bulletins and flyers. A halftone could be made, proved on a paper litho plate, copy typed on the plate, and the job started running on a Multilith in less than an hour after the original photograph is put on the engraving machine.

## Plastic Lettering Makes Worthwhile Contribution to the Printing Industry

Thanks to plastics, anyone can now prepare easily and quickly perfect lettering for reproduction by any printing process.

It all began some four years ago when Artype, Incorporated, Chicago,



After selecting the desired type style, it is only necessary to cut out the required letters, line up on the copy, and burnish into place. Artype comes in black, white, and colored type

developed a system of printing type alphabets on the underside of a tissue-thin sheet of acetate film. Over a hundred of these alphabets are available, covering a wide range of the most popular type faces.

After the type impression has been made, a coating of transparent, wax-like adhesive is applied to the sheet to simplify its adherence to paper.

Artype is available in black letters and white letters, as well as in colored letters on special order. In addition to the alphabets, Artype also includes stars, arrows, decorative rules, and symbols.

—*"Plastics" Magazine*

## OFFSET QUESTION AND ANSWER DEPARTMENT

Send in your queries on any phase of lithography for answer in this department by Charles F. King

### REASON FOR YELLOW

While going through the March issue of *THE INLAND PRINTER*, I read your article entitled "Pressmen are not Ink Chemists." It is a very interesting work dealing with a not less interesting subject, and full of wise considerations regarding the mechanical, chemical, and optical behavior of printing inks.

It is deplorable, however, that by the unfortunate mention of the color yellow, a statement was introduced that may have led your readers to erroneous interpretations.

As is well known, a color reflecting only in the yellow band of the spectrum would be so dark it will appear almost as black, and any of the yellow printing inks owes its color mainly to the reflection of the red and green bands.

I am presenting this criticism only with a constructive interest, thinking that, as you state in your articles, you direct your efforts toward the continuous improvement of the lithographic industry by means of a better knowledge of the facts involved.

Yes, it is unfortunate that I selected a transparent yellow for my illustration, since as far as I can determine there is no pigment which only reflects the yellow portion of the spectrum without appreciable quantities of the red and green also being reflected. However, there are pigments whose dominant reflection or wave length is in the yellow band. I cannot follow your logic in stating that if only the yellow band were reflected the color would appear as almost black. True, the mixtures of red and green light will appear as yellow, but this is no indication that there is no such color as yellow, and although there may be no pigments which only reflect light in this band, there are glasses which only transmit this portion of the spectrum and the light is visible as yellow. Hence these glasses when placed over a piece of white paper would have the same effect as a transparent film of ink. Sodium light, which is as near to a source of monochromatic light as it is possible to get, will reflect yellow from white paper, and this contains no red or green, but a pure yellow.

Had I used either red, green, or blue-violet I am sure you would have been much better satisfied with the illustration. However, most pressmen—and it was to them that the article was actually addressed—think in terms of red, yellow, and blue as the primary colors, since they deal exclusively with subtractive color mixing.

It is really a pity that so much confusion exists in the industry between those engaged in camera work and inkmakers, pressmen, and even men employed as correction artists. At least one manufacturer of the photographic equipment and supplies has considered going into the manufacture of ink in order to be able to obtain the colors it has in mind for use with the company's supplies. Most articles which have been published on the subject have been very technical, and only a few have dealt with all the theories encountered in subtractive mixing. Some technical color experts refuse even to venture an opinion as to what happens when pigments are mixed as in inkmaking. In this latter case the theory based on the light-reflecting power becomes so involved with such factors as pigment particle size, dispersion, adsorption, specific gravity, and other properties that theories just do not hold water. As you can see, when dealing with inks, one just cannot be too technical.

I did have a definite reason for selecting transparent yellow in the illustration I gave. I personally have seen many, many jobs which could have been produced much easier and cheaper had they been planned properly. It seems that there are two fallacies within the lithographic industry which are now so well entrenched that in many quarters they are accepted as gospel. One of these is that yellow must be run first down in all cases, or at least in all cases where there is any lapping of the yellow and black; and the other is that in wet printing with multicolor offset presses the light colors must be run first down on each press.

One of the reasons for these beliefs seems to be that many lithographers either do not know that transparent colors—and especially yellows—are available. Some know about reds and blues, and even greens, purples, and others; however, these colors are often completely disregarded in the planning and laying out of jobs. Stripping can frequently be simplified and many register problems eliminated by changing the sequence of colors and printing the black down first or otherwise obtaining novel effects through making use of a transparent color.

Recently the house magazine of one of the larger ink companies published an article concerning the printing of four-color illustrations and type matter on the same sheet. The suggestion was made that better results could be obtained if the black were printed first, thereby insuring that the type matter would be good and dense. The other three colors would then be required to be transparent. Several lithographers to whom I talked could not see that this was possible. They were sure that the man who wrote that knew nothing about practical lithography. They would hardly believe me when I told them that he was one of the best informed practical lithographers in the country, who has had many years of actual plant experience.

I hope that I have made my reason clear for using yellow in the illustration rather than some other color. Had I used a color which has a maximum reflecting power within a very narrow range of the three primary colors of light, proper emphasis could not have been placed on the existence of these little understood transparent yellows.

#### PROOF PAPER TROUBLE

I am having trouble getting the paper for offset reproduction proofs. The one we are now using is marked on the sample I am sending you. Could you recommend a place where I could get some paper similar to this one?

Do you think the two other samples enclosed are good for reproduction proofs? (They are easy to get.) I would appreciate very much your advice on what paper I should use.

I do not blame you for bemoaning the fact that you are no longer able to purchase the type of stock you have been using for reproduction proofs. The sample which you sent me appears to be ideally suited for that purpose. You might be able to get by with either one of the other two samples, but results would not be nearly as satisfactory.

(Concluded in third column next page)



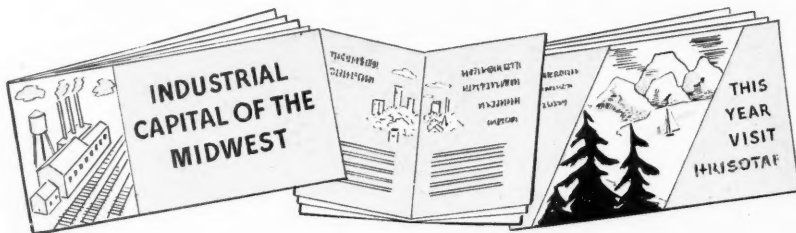
## Play a Leading Role

**MR. PRINTER:** In the role of public relations specialist, and with the facilities which you control, you can assume important responsibilities which will not only further your community's interests but will mean personal gain for you and development for your printing business

● PROBABLY no other individual is better equipped than a printer for spearheading an organized effort to promote the interests of a community. As a citizen, and in the role of public relations specialist, here is your opportunity to help further civic interests as well as those of yourself and your business.

Cities, towns, villages, communities, counties . . . which want to

Attracting capital to a community involves presentation of the community's financial status, its buying power, its suitability for industrial or commercial operations, its past growth and future possibilities. Another job for the printer is developing a financial report dramatized with interesting pictures and including convincing selling copy.



expand and prosper . . . need advertising. To attract industry, capital, home builders, conventions, and tourists . . . communities must turn to advertising. And whatever the objectives may be, printing plays a vital part in their achievement.

Desirable new factories, assembly plants, warehouses, as well as rail, truck, and bus terminals . . . all are valuable assets to any community. They mean increased local employment, an expansion of local buying power, and new sources of taxation. Factors which appeal to several or all of these interests include: Suitable and low-cost locations, ample labor supply, economical power, low taxes, good transportation, and desirable residential, educational, and recreational facilities for employees. Presenting these points to potential newcomers is a job for the printer.

Valuable assets to any town are those who come to build homes and become residents. What better means to appeal to them than through printed word and picture literature covering present residential districts, real estate developments, educational, religious, and recreational facilities.

Conventions mean increased activity for local business, as well as good will and desirable publicity for any town which can accommodate

Material for this article has been taken from Mr. Ken W. F. Cooper's article "The Printer's Role in Community Advertising" which appeared in a recent issue of *The Canadian Printer and Publisher*.

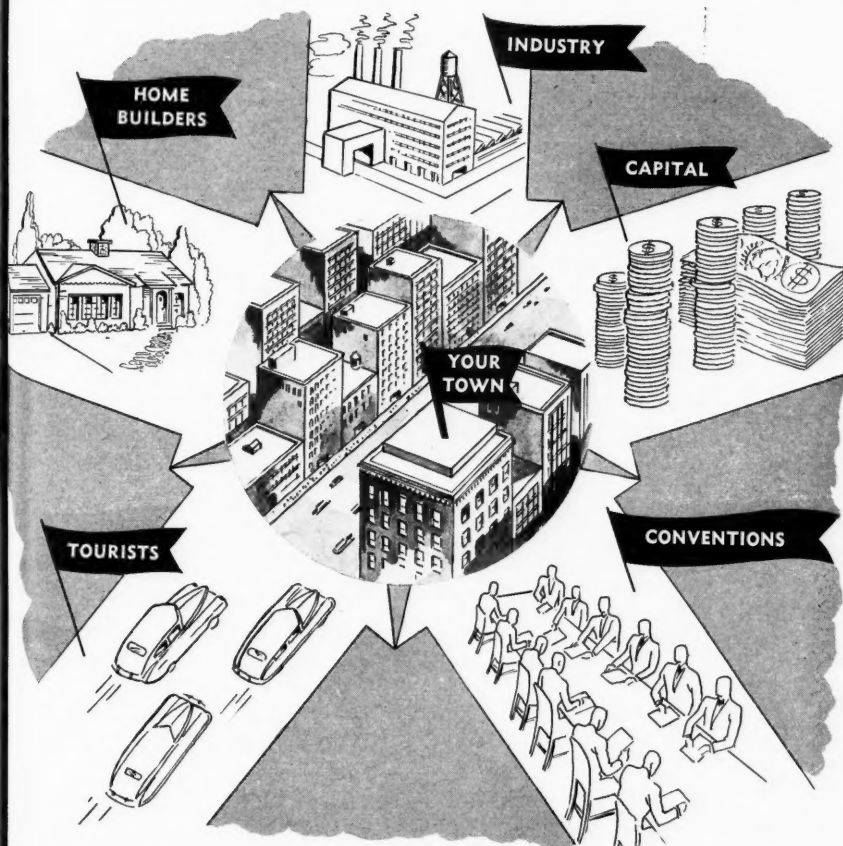


# Role in Your Community

a large group of the delegates for a short period. Seeking conventions is a matter of promoting the advantages a community has in location, transportation, meeting places, restaurants, guest accommodations, and natural as well as man-made attractions. Another job for the printer.

Tourist business can be highly profitable to many local groups. A

nity's appeal for tourist business. Still another opportunity for the alert printer to aid in community advertising is in the marketing of "community products." Fresh or processed foods, furniture, machinery, textiles, and numerous other items can become identified with the name of a specific locale. Promoting this tie-up, with advertising printing, labels, wrappers, cartons,



Community advertising can accomplish many objectives, such as the attraction of industry and capital. The ambitious printer, as public relations specialist, can play a leading role in his community

Babson report reveals that the tourist's dollar is spent as follows: In retail stores, 25 cents; restaurants, 22 cents; for hotels and camps, 17 cents; gas stations, 12 cents; theaters and other amusements, 9 cents; transportation, 7 cents; confectioners and roadside stands, 5 cents. These figures might be taken as a basis for the printer to use in securing financial support for a commu-

et cetera, is another job that will open up for the printer.

So here's your chance, Mr. Printer, to play a leading role in the development of your community. You can take the initiative in developing campaigns to attract industry, capital, home builders, conventions, and tourists. You'll be performing a valuable civic duty, and serving your own personal interests as well.

If you were located here in the States I could give you the names of several manufacturers who are producing sheets which work very well for this purpose, and at least one of these stocks seems to be readily available even now when most good papers are so scarce. Hence, instead of giving you the names of American papers which will work, it might be better to consider what properties your paper should have to make it suitable for pulling reproduction proofs.

In your letter you do not state, but I presume that you are the one who is responsible for producing the proofs, and you want to be sure that they will be what the cameraman wants. The properties he considers important you may unwittingly pass over through a lack of understanding of his problems. He requires a maximum reflection from the surface of the paper with a minimum of diffusion or scattering of the light. The printed areas also should absorb but not diffuse the light when the copy is placed before the arcs on his copy-board.

An ideal paper for this purpose should have a smooth glossy surface, and should be white to blue-white. The coating should have a maximum amount of "suction" to make it possible to transfer a large volume of ink with a minimum amount of pressure. Many highly lustrous papers will not readily accept ink and it is necessary to carry considerable squeeze in order to transfer the ink. Not only does this tend to cause the ink to squash out around the edges of the letters but embossing of the sheet caused by overpacking also makes trouble.

In some cases the coating will actually crack, while in others the impression itself will cause the light reflected from the edges of the letters to be diffused rather than reflected straight into the lens of the camera. Type matter produced by offset lithography will always have slightly ragged edges as long as grained plates are used, but this can be held to a minimum by using papers which will accept ink easily with a slight impression.

From the above description of what is desired you can see that the two papers which you say that you can get easily have few of the properties necessary. The color of the coating is well over toward the red or orange side. The second sample, although slightly whiter, has a surface which diffuses the light more than either of the other two samples. This diffusion greatly reduces the contrast between the paper and the inked areas.



# That "Sleeping Giant" In Your Cost System Can Do a Big Job for You

## By-Products of a Cost System

Today nearly every printer has a cost system on which he is spending a lot of money to collect cost figures by jobs and by cost centers. After the tracers are closed the majority of printers file them away and then promptly forget all about them. By spending a little more money and time, these cost records will become valuable guides for management.

## Comparison of Cost Tracer with Estimate

As soon as a job is finished the cost tracer should be very carefully analyzed and compared with the estimate for this job. This analysis can be used as follows:

(1) As an aid to the billing department of your plant. All alterations and extra work will be quickly and easily seen.

(2) Efficient check on estimating correctness. This shows immediately the accuracy with which your estimating department is able to perform, and is a vital check.

(3) As an aid to the estimating department. By making reference to these comparisons, the estimator is able to take the guess out of his estimating.

(4) Check on plant performance. You have at a glance the production or speed of each machine. This record of production can be checked against the standards for the industry or against the records similar to "Par for Printers."

(5) Bonus and wage incentives. An analysis of production and cost is necessary for working out most wage incentive programs.

## Monthly Summary of Jobs Closed

At the end of each month a simple summary can be made of each job closed during the month. This should list the job number, the name of the customer, a brief description of the job, a total sale and the total profit or loss. If your business has several distinct types of work, group all of these jobs together. By studying this summary carefully you will get the following information:

(1) Class of work which is the most profitable to your plant.

*By William L. Liggett*

GENERAL MANAGER & VICE-PRESIDENT  
THE WISCONSIN CUNEO PRESS  
MILWAUKEE, WISCONSIN

(2) The percentage of each class of work to your total volume.

(3) What class of work will fit your equipment best.

(4) What work is the easiest for your sales personnel to sell.

## Monthly Summary of Sales and Profits by Customers

It is found desirable to recap a monthly summary of closed jobs upon a sheet that has a couple of columns for each customer. These two columns will simply contain the total sale and the profit for each job. By studying this analysis you will be able to find out the following important information:

(1) Who are your most profitable customers.

(2) In renewing contracts for repeat jobs, this is a "must" record. It will prove to a customer why your proposal is a fair one.

(3) Volume by customers. Are you selling as much as you should to each customer?

(4) Sales by salesmen. You will also find out how profitable is the work each salesman sells.

(5) An aid in figuring salesmen's compensation. Give real consideration for the salesmen who are selling at a profit.

(6) Sales quotas. Use this record for the setting up of territories and sales quotas.

## Departmental Profit and Loss Statement

Review the monthly departmental profit and loss statement upon a sheet for each department. This should contain twelve columns, one for each month of the year. Compare each item of cost by the percentage it represents to volume.

Watch particularly all the items which are under the direct control of the foreman for the department, such as unproductive labor, repairs, spoilages, and supplies. Show these departmental statements to all the foremen who are concerned.

Give careful consideration if you should keep any losing departments. These records are valuable to show

to the labor unions at the time the wage scales are being negotiated.

## Chargeable Hour Cost

A monthly record should be made of the operating cost of each cost center. Since all estimating is based upon a predetermined hour cost of each piece of equipment, it is vital to know what your actual cost is compared to the estimating rate.

Your hour cost can easily be compared with the standards for the industry. Your foremen should be educated to understand what these costs mean. In figuring these hour costs you must have a record of the total hours each piece of equipment ran so that you also have a complete record of the productivity of each piece of equipment.

Study what effect volume has on your hour cost. Study also the effect of overtime in your hour cost. An analysis of the amount of direct payroll in each hour cost will show whether you have the right complement of men on this equipment.

## Monthly Financial Statements

By comparing these statements with the PIA ratios you can determine if collections are poor, if you have too much equipment, or too much overhead, too much sales expense, or too many employees, and also learn if your percentage of profit is comparable with other plants your size in the United States.

## Work in Process Inventory

What do you do with this inventory except use it for your financial statement? It should be watched very carefully for old jobs that are not being completed. Maybe you can bill for some of the work as it is completed. Check your cost department to see if the jobs are being promptly closed and the billing department to see if the jobs are billed as soon as possible.

## General Stores Inventory

Watch particularly the old items. Maybe you are purchasing in too large quantities. This is the time to use up all old papers and supplies. If you have a surplus, sell it.

With metal the price that it is, now is certainly the time to kill all the standing type possible, and now

is a good time to dig out and sell any old engravings and electro-types that are around.

### Equipment Records

It is desirable to have a card for each piece of equipment. Have it show the date it was purchased, the voucher number, and the cost. These cards should also have space for at least a yearly depreciation. It is also helpful to carry on the same card a record of the repairs that were necessary and the date on which they were made.

You can see from above records that you can make your by-products of cost a means of educating your customers about printing cost. You can make your foremen and your labor cost-conscious. You can teach your salesmen to sell profitably. The important thing is that management has a detailed record of what is going on so that sensible and

accurate plans can be made for the improvements which are desirable in the business.

You have a "sleeping giant" in your cost system who is nearly all paid for. Keep this giant and put him to work, giving you the by-products of a cost system. The success you make of your business can largely depend on the use you make of these by-products. There is no substitute for them.

★ ★

### IDEAS FROM SALESMEN

From a sales department executive comes the thought that this is a period when a concern can benefit greatly by the suggestions that come from its salesmen, those they think up and those made by customers.

Suggestions from salesmen may be even more important than from the factory or office force. Salesmen

reflect the outside contacts, the customers' viewpoints—and these are indeed a priceless ingredient in any kind of business.

One research man remarks that some of his chief work has been done with the aid of salesmen and their knowledge of the trade. He systematically consults with them, makes calls with them, travels with them. He credits some of his most successful recommendations to this never-failing source.

Suggestions are not a substitute for sales but a fine supplement. They both help the concern and promote the man's own prosperity. Ideas from salesmen never were more needed than in this period when the selling end of the business must carry an increasing share of the load. Listen to and give serious consideration to the ideas that are forthcoming from your sales force.

*Babson's Salescaster*

## Why blame it on the emery?

So many things can be wrong with that printing press. Why blame it onto emery? Emery on those worn-out and smooth grippers will help keep the sheet straight at the back end as well as at the gripper end. You should make that sheet hug the packing with no buckling or bag at either end. One way to keep good register is to not let stock behave like a happy dog's tail.

Have makeready as near perfection as possible. Your stock must lay flat and the grain long, and all press adjustments up to snuff. There is such a thing as putting your makeready in the wrong place, such as those large heavy plates. They can take a lot of underlaying—in fact, type-high does not mean anything. Keep your packing the proper height and go after those big ones and build them up to the packing. Then you won't need to worry about the drag that will sure be there if you do not work according to Hoyle.

A lot of our trouble is the stretch in the stock and an overpacked cylinder. With emery on those grippers you should feel more secure and sure of that part being well taken care of. The grippers will be holding that sheet and not slipping, and if it does you can soon notice it as you examine your sheets with the magnifying glass. The slipping will show up definitely at that point. With a good makeready and in the proper place, and if your ink is right, you can take your choice, emery or no emery.

I still maintain that emery on the grippers never did any harm when we know what it's all about. We usually run a few sheets through the second time for check-up on register. You can squawk all you want to about that long

By Joseph Kovec

print and sheet slipping at the gripper end. If your cylinder is riding the bearers and your packing the proper height you will not have any trouble whether you use emery or not. The purpose of emery is just a safety measure to spear



... just plain good makeready

the sheet and keep it from moving after the grippers come down on the packing, and this applies to slurs and wrinkles as well.

The gist of this article is just plain good makeready in the proper place, packing the proper height, and the cylinder riding those bearers and grippers

set the best that can be had, and those gripper springs strong enough to hold your sheet. In setting grippers let's try this way just once, and see what happens on that close register job. Instead of placing a piece of manila between the stud and tumbler, leave it out and just set gripper down on the packing—after all makeready is complete.

In leaving that manila out you will have less gripper wear on the packing and a better register due to this one fact. Your grippers will not dig into that packing, thus causing a slight spring and movement at that point. Be sure your gripper spring has good tension and spring rod is not worn and lumpy at the bottom end. When this happens you will not get good register in spite of all of the other fine press adjustments.

Another good stunt for keeping grippers from digging into the packing is to paste a good piece of hard tough cardboard under each gripper about a point inside of gripper bite. This will also insure and help maintain an excellent register.

I'll throw in a couple of more good tricks for good measure: When doing a scoring job on that cylinder after all your impression is leveled off, paste some Scotch Wetordry masking tape over the spot of scoring and see what happens. You will get a nice job of scoring. Of course, your impression must be right. Good live rollers will help keep the form free of spots and dirt that come from paper and elsewhere. Never paste the top drawsheet onto the packing. Put paste on the outer side in the clamps. This will help and keep your makeready from slipping when you reel up your drawsheet.

# Cause of and Remedy for Curling Troubles Experienced With Offset Printing Papers\*

DESCRIPTION OF CURL	CAUSES	REMEDIES
1. Every fourth, fifth or sixth sheet in the pile curls against the grain at both ends, usually toward the felt or top side.	Reel curl.	None, except to sort out the curly sheets. Sometimes reversing the sheets and printing on the wire side will help.
2. Only one edge of sheet curls, but all sheets show the same curl either with or against the grain.	Set, caused by cases standing for some time with sheets in a vertical position.	None, once set has occurred. Set can be prevented by keeping paper always in the horizontal position.
3. Paper which was flat on the feeder pile curls when it reaches the delivery pile. The curl is with the grain and away from the printed side. It is only temporary, since the paper flattens out on standing or develops a different type of curl which is permanent.	Excessive press moisture.	Reduce plate moisture to a minimum. For prevention of related permanent curl see 11.
4. Paper which was flat on the feeder pile curls when it reaches the delivery pile. The curl is with the grain and away from the printed side like Number 3, but is permanent.	Mechanical breaking of the sheet in stripping it from a tacky blanket.  Mechanical breaking of the sheet in stripping it from the blanket when the work contains large solids.	Reduce the blanket tack, or get a new blanket.  Reduce the tack of the ink and keep printing pressure at a minimum.
5. Wavy edges, worst on edges cut across the grain.	Paper in the pile is drier than the atmosphere and absorbs moisture at exposed edges so that these expand, while interiors of the sheets do not.  Excessive moisture on one or both ends of press plate during printing.	Condition the paper to equilibrium with the atmosphere immediately upon removal of moistureproof wrapping.  Reduce dampening water on ends of plate.
6. Tight edges or baggy sheets.	Edges of paper in the pile dry out and contract while interiors of sheets do not.	Condition the paper to equilibrium with the atmosphere immediately after removal of moistureproof wrapping.
7. All sheets curl with the grain and toward the wire side.	Paper is too dry and wire side has contracted across the grain more than the felt side.	Humidify the pressroom atmosphere and recondition the paper.
8. Coated-1-Side paper curls toward the coated side, against the grain.	Paper is too dry and the coating has contracted more than the body stock, in the grain direction.	Humidify the pressroom atmosphere and recondition the paper.
9. Coated-1-Side paper curls away from the coated side, with the grain.	Paper is too dry and the body stock has contracted more than the coating, in the cross direction.	Humidify the pressroom atmosphere and recondition the paper.
10. Coated-1-Side paper curls toward the coated side, with the grain.	Paper is too moist, and the body stock has expanded more than the coating in the cross direction.	If possible, recondition the paper in heated air to reduce its moisture content, and protect piles from the pressroom atmosphere to prevent waviness during the run.
11. Paper which was originally flat develops a curl toward the printed side, with or against the grain, after the print of one or more colors. This curl becomes noticeable only after the sheets have stood for some time in the pile. It is usually exaggerated when the sheets are cut, as in the case of letterheads, calendar pads, and labels.	Excessive plate moisture.	Avoid excessive dampening of the plate. If curl is noticed before sheets are cut, it may be removed by reversing the sheets and running them through the press with a dampened blank plate, thus applying the moisture to the unprinted side.

\*Summarized from a bulletin *Curling of Lithographic Papers* prepared by the Lithographic Technical Foundation. Reprinted from *Canadian Printer and Publisher*.



## Uniform Supplies and Techniques

● AT TIMES it appears that the lithographic industry needs some sort of a "Good Housekeeping Institute" or consumer testing organization to determine the efficacy of products offered to the trade. This statement is not made with the thought in mind that the legitimate suppliers of this industry have any intention of gypping their customers—far from it. But in a great many cases the only test they, or any one else, have deemed reliable is to have several of their good friends try the material on a production basis and tell them whether they think that it is better, as good, or worse than the materials they have previously used.

Generally there is no unanimity of opinion regarding the merits of the product, but if a few of the highly respected lithographers state that they thought it to be as good or better than anything on the market, the trade is so notified in glowing terms. Trial orders then pour in to the supplier, and if the material actually has merit it will take its place among the accepted proprietary products of the trade.

### Understand Fundamentals

Actually this method is not fair to either lithographer or the supplier. In an industry as diversified in size and kinds of work produced, what works well in one shop will not work at all in another. Also since human judgment and hand operations constitute so large a part of the lithographic process, opinion or unintentional partiality may be the basis of selection for one product over another. Hence the number of branded products increases from year to year, and the poor operator becomes more and more confused. At least one manufacturer is known who markets more than six formulas all intended for one particular operation in albumin plate-making. He claims that this is necessary in order to satisfy the whims

of the operators and the conditions existing in various plants.

Previously I have preached the need for standardization within the industry and the need for specifications covering the materials used by it. This can be done only when the actual purpose of each material and operation is fully understood in its proper relationship to the whole process. As the fundamentals of lithography become more completely understood, the many differences from shop to shop or operator to operator will lose their significance, and it will then be possible to state that only materials with certain definitely established properties should be used for consistent results, or that there is only one correct way to perform an operation. It may well be that at that time we will find that many of our present ideas are completely wrong, and many of our present techniques will have to be revised. But it is not necessary to wait until

all this research work is complete. There is at present considerable knowledge of the properties which some of the materials should have. Much of this information is scattered throughout many publications, and has often been passed by with little or no attention being paid to it. Also there is much misinformation which must be eliminated. At present the responsibility for quality and suitability of products rests entirely with the supplier, since too few lithographers have bothered to become acquainted with all the information which is available or check its authenticity. At times it seems that the suppliers themselves are not aware of tests which could be applied to their products as well as to those of their competitors. As a result, when they do have a much superior material, they do not know that it excels anything that the competition has to offer.

### Answer to Problem

An example of this can be taken from the house magazine of one of the outstanding suppliers. Several months ago it published the problem some lithographer was having in producing satisfactory albumin plates. I have had this same problem presented to me, and each time I have recommended a change in developing ink, and the trouble was eliminated. I gave the operator a choice of one of three brands of ink, one of which was manufactured by the company which published this house magazine. Evidently it was not realized that all developing inks are not equal in this one property, and that the likelihood of the trouble occurring when the company's material was used was remote. The reply to the problem did not even suggest a change to that company's developing ink, and this publication seldom misses an opportunity to put in a "plug" for its products. None



### Design that "stands out"

★ Unique, three-dimensional car card featuring a plastic facsimile of the advertised product's container. Display designed by Vision, Incorporated, Chicago; plastic bottle manufactured by Weinman Brothers, Incorporated, Chicago. The idea lends itself to a wide variety of applications.

• • • • •



of the advertising matter put out by the three manufacturers mentioned above has ever attempted to point out in what properties they excel.

### Best Materials Needed

Albumin platemaking demands the best in materials. In previous articles in this series there have been many mechanical aids suggested as means of standardization. Accuracy of chemical control has been stressed. Little was left to guess. Starting with the application of the developing ink to the plate, little control is possible, since the succeeding operations are done by hand and are entirely dependent on the skill of the operator and the materials he uses. The developing ink, except in rare instances, is not prepared within his own plant, and at times even the gum, asphaltum, and the etch are purchased ready to use. Since there is no unbiased source of information regarding the suitability of the various products on the market, the responsibility for testing these materials falls on the platemaker himself.

Most of the instructions for making albumin plates call for the application of developing ink immediately following exposure. There are a few craftsmen who prefer to use a lacquer type lithographic base prior to putting on the ink. This procedure can hardly be recommended. It is usually followed because trouble has been encountered in making plates hold up on the press. It is thought that the lacquer will hold even though developing ink will not, and when the plate is washed out this will remain.

### Gain is Questionable

Actually any gain made by this method is questionable. In the first place, any base (usually one of the type used in deep-etch plate making) to work successfully must be penetrable with moisture or it will not be possible to remove the base from the non-work areas. Hence it will be penetrated by the moisture on the press and if the plate is not sufficiently exposed or if there has been some other flaw in the platemaking technique used, the failure on the press will be postponed only for a short time.

Furthermore, in order to make development possible within a reasonable time, it becomes necessary to either carry a heavier coating or reduce exposure. With the heavier coating, exposure must be increased to obtain a thorough hardening of the image areas. This in turn causes images to thicken, or in the case of

thin negatives, it again complicates development. It should never be necessary to consider the use of a base or substratum for albumin plates. Good developing ink is all that is necessary when plates are made correctly.

What properties should a good developing ink have? It should rub down smoothly to a uniform black film and should not gum up in the rag. Here now is where the skill of the operator and shop conditions play an important part. An experienced operator can pour on just the correct amount of ink to make spreading over the plate and rubbing down an easy matter, whereas an unskilled man would encounter considerable trouble. There are inks on the market which will work well in the hands of the expert but are of no use to the novice. Again, there have been developing inks placed on the market which worked well in

the winter time, but when the hot weather came along they would not spread uniformly over the plate. In another case the ink worked well on small press plates but not on large ones. Here may be seen some of the reasons why results from tests in different plants vary so widely.

### Ink Density Important

Another property of developing inks to which little attention is paid is color. There are wide variations in the density of the black film produced by some inks. In a few instances it has been noted that there is so little contrast between the inked areas and the metal that slight flaws in the image are easily overlooked. This property is not one of primary importance, but when there is a choice to be made between inks of otherwise equally good characteristics, the color or density may well be the deciding factor.

Of more importance is the ability of an ink to develop easily and to leave the non-work areas clean. Although clean development is largely a matter of coating and exposure, there are inks which are "greasy" to the extent that when halftones are cleaned up with the cotton, the non-printing areas between them are actually sensitized by the ink smearing across them. This is sometimes responsible for that much despised appearance of so many albumin halftone jobs caused by scum between the dots. This test is best made with an unchalked plate, using cotton or malleton but never wool felt or flannel.

### Inked Areas Repel Gum

Although ease of application, color, and ease of development are important, the property which is most often overlooked is the ability of the inked areas to repel the gum. For some reason this characteristic has received little attention in published literature, yet it is responsible for a great deal of the trouble encountered in the uses of albumin plates. In an earlier series of articles about deep-etch platemaking considerable space was given this subject, together with the means of overcoming the trouble. Since the image on an albumin plate is flush or perhaps is only slightly raised above the surface of the plate, the selection of the proper developing ink will usually cure the trouble for a platemaker who is fairly well experienced in the art of gumming, whereas deep-etched image areas tend to trap the gum, and prevent it from being washed out.

## QUESTIONS It's a Quiz

Answers to the following list of questions have appeared in the pages of *THE INLAND PRINTER* and other sources of information to printers at various times. How retentive is your memory? How many of these questions can you answer without turning to the answers on page 80?

1. We know that expert litho workmen can reproduce any type face satisfactorily but, generally speaking, what are the "best" kinds of type for offset?
2. How many type faces were designed by the late Frederic W. Goudy?  
a. 106                      c. 126  
b. 116                      d. 136
3. Have any production jobs been done by setting the type photographically?
4. The halftone screen angle for three-color process plates is usually 30 degrees. What is it for the four-color process plates?
5. The old name for eight-point type was  
a. Nonpareil              c. Brevier  
b. Bourgeois              d. Long Primer
6. Two of the following type designs were not the work of Goudy. Can you pick them out?  
a. Kennerley              e. Sans-serif light  
b. Goudy Modern          f. Lydian  
c. Garamont              g. Deepdene  
d. Goudy Bold              h. Camelot
7. On watermarked bond, how can you tell if the printing is on the felt side, as on a letterhead?
8. An oblong booklet is bound on the long end, and an upright booklet is bound on the short end. True or false?
9. What is the practical limitation in thickness of saddle-wired booklets?

### **Avoid Using Flannel**

One of the most common ways of "saving" an otherwise useless plate is by using wool felt or flannel instead of cotton. It does such an excellent job of removing the ink in these cases that some operators use it on all the plates regardless of whether there has been any trouble or not. A bit of study into the action of flannel will show why its use should be avoided. The reason that the wool permits development where it would be otherwise impossible is that it picks up the greasy developing ink even though wet with water, whereas cotton will not. Referring back to the former series of articles concerning the deep-etch process, the use of brushes whose fibers were of animal origin was considered to be poor technique, because too much of the developing ink was removed in clearing the plate of the exposed gum stencil. In that process the vegetable fiber brushes were recommended. In both processes the material of animal origin not only removes the ink from the non-work areas but also will remove an appreciable amount

The light-hardened albumin is grease- or ink-receptive as long as it is covered with a thin film of that material, but once that film is destroyed and water permitted to wet the surface, much of the ink receptivity is lost, although it is not completely destroyed by the water alone. If the non-printing areas of the plate have been overly hardened by exposure to actinic light, the flannel will remove enough ink from these areas to permit the half-hardened albumin to swell and lose much of its ink-receptive characteristic, but generally, unless the plate is treated with a very strong etch, this albumin will remain on the plate and trouble will be encountered on the press in the form of *albumin scum*.



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Than Its Weakest Link*

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*Your Printing Company*

**YOURTOWN, U. S. A.**

### —Another I-P Sales Idea for You

### Spare the Pressman

To make things still worse, there are some plants where they deliberately shoot plates on the full side expecting to alter tone values during development by using flannel. There is absolutely no excuse for this practice. If tones must be reduced, I have found it far better to do it by using a strong etching solution rather than flannel.

This may seem radical, especially when a platemaker has perhaps spent a full eight-hour shift putting down a hundred or more shots on the photo-composing machine, only to find the plate will not develop with water or weak alkali solution.

I am afraid in that case I too would yield to the temptation, but such conditions rarely exist in the majority of shops.

In the preceding paragraphs reference was made several times to etching the plate. The terms "etch" and "etching" have in recent years been largely replaced by the term *desensitize*. An explanation for this substitution has been that "etching" implied that the metal was actually removed by the action of the acid in the solution, whereas what occurred was the conversion of the surface from grease-receptive to water-receptive.

#### **Desensitizing Solution**

Perhaps there is some merit in this change in nomenclature, since etches and counter-etches certainly can confuse the uninitiated; but the idea that little or no metal is removed can also lead to some erroneous conceptions of what may be required of an etching solution. In albumin platemaking its action seems to be three-fold. First it must remove any of the light-hardened albumin which remains in the non-work areas of the plate. This insoluble matter does not dissolve in the etch but does swell appreciably. The swollen gel lacks mechanical strength and the brushing of the plate during the time the solution is on the plate carries much of it away. But that trapped down in the depths of the grain is not so easily removed. It becomes necessary for the metal to be partially destroyed in order to be sure of its complete removal. Although some of this action is desirable, etching solution should not be so strong or permitted to remain on the plate long enough that the grain structure is destroyed.

The second action of a desensitizing solution is to deposit in the grain of the plate a film which will swell but not be soluble in water or capable of taking ink. Here I am again going off the deep end. We have seen that animal fiber brushes and wool both have the ability to pick up ink or grease even when partially wet, whereas vegetable fibers and cotton have this property to a much less degree. The same characteristics seem to be present in the insoluble albumin (which is of animal origin) and in the film deposited by an etching solution to repel the ink.

One of the bad features of the old glue process was that if light-hardened glue (this was animal glue) was not completely removed from the non-work areas, these

portions of the plate would take ink. All these animal products plus casein (also animal) and soya bean protein belong to the same chemical family. The latter two were used as substitutes for albumin during the war and reacted in much the same way. Likewise cellulose gum, gum arabic, and dextrine, and even some starch compounds when converted into insoluble films repel ink quite well when wet with water. In addition to being of vegetable origin as were the fibers of the recommended brushes and the cotton, all of them belong to the chemical family of carbohydrates.

Perhaps some have wondered why I have continually stressed the need for research into the fundamental principles of the lithographic process. Here is an example: If the assumption which I have made concerning proteins and carbohydrates is correct, the search for new and improved products can proceed in an orderly organized fashion rather than a hit-or-miss manner which requires the testing of every new product which appears on the market. Research of this character should lead more rapidly to many new improvements for the industry.

#### **Need Testing Service**

In addition to removal of any of the remaining albumin and depositing an ink-repellent film on the plate, there is a possibility that a third reaction takes place during the etching of the plate. Some (but not all) developing inks seem to increase their "greasiness," or their ability to repel the water and gum, during the etching operation. It is possible that these inks contain water-soluble soaps or some other materials which are converted to the corresponding fatty acid (oleic, stearic, or other such acids) by the action of the mineral acid in the etch. Several excellent brands have been observed during the etching to have this characteristic.

Often little attention is given to the technique which should be employed in etching. In order for the solution to accomplish its three-fold purpose numerous rules must be observed. The solution must be worked into the grain of the plate with a soft brush. Brushes for this purpose usually do not have metal bindings which are easily destroyed by the action of the acid, but due to their high quality and cost they seldom last as long as the accounting department thinks that they should. If a brush with stiff bristles is used it will destroy the gum film

to some extent. The etch should be left on the plate for a full minute or longer and the brisk brushing continued all the time. The plate should then be quickly flushed with water and blotted dry.

There are numerous formulas for etching solutions to be found in literature on platemaking but they do not work equally well. The same is true of the commercial preparations available. The craftsman can test one against the other by etching half a plate with one and the other half with the other. By rolling the plate up solid several times and then moistening it with water and letting the roller clean it up

*THIS FINE EXAMPLE of offset lithography in eight colors is reproduced through courtesy of WYETH INCORPORATED, Philadelphia, manufacturers of pharmaceutical, biological, and nutritional products.*

*It was the cover for a mailing on AMPHOJEL and other preparations used in the treatment of peptic ulcer. The mailing was the first of a series on "Ulcer Lives of the Great," Carlyle is the subject. He is shown in a characteristic morose mood, probably "making acid."*

*Homer Hill was the artist. He was born in New Jersey and studied at the New York School of Applied and Fine Arts. He works at home, which is Sleepy Hill Farm, Livingston, New Jersey.*

*The lithography is the work of the American Colortype Company, Clifton, New Jersey.*

each time, it can readily be seen which etch is superior.

With some etches it is very difficult to clean the plate thoroughly after it has been rolled up twice. Other etches will still permit the plate to be cleaned completely after ten or even more roll-ups. It is too bad that this testing must be done on an individual plant basis, but at present there is no other way of getting the information. There has long been a demand for such service, but there seems to be no one who is in a position to make the service available.

WORRY IS LIKE a rocking chair. It will give you something to do but it certainly won't get you anywhere.  
—*Audiogram.*



ULCER  
LIVES  
OF THE  
GREAT

THOMAS  
CARLYLE  
1795 · 1881

Wgeth





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THE

# PRESSROOM

BY EUGENE ST. JOHN

Questions on pressroom problems will also be answered by mail if accompanied by a stamped envelope. Answers will be kept confidential if you so desire and declare

## PLASTIC PLATES FOR INDIA

For some time now we have been producing plastic printing plates of cellulose acetate, molded from the thermosetting matrices. While these are quite satisfactory for the particular job that we have in hand, they are not hard enough or durable for long runs on high class paper. Can you help us with any device on the suitability of the various types of thermosetting plastics, from whom they may be obtained in the United States, and on the various molding techniques involved?

The scarcity of copper and zinc for photoengraving during the war accelerated research on plastics as substitute printing plates. This research is still in progress because of the light weight of plastics which spells economy in postage. It is advisable to have your firm's name placed on the mailing list of the leading plastic manufacturers who will give you reliable information on available items and any improved ones that may be developed, as they surely will.

## RUBBER PLATES ON FLATBED

I am sending you a rubber plate and a proof of it. I would like to know what causes the small holes on each side and at the bottom of the plate. Some say it is while washing and wrong make-ready. This was printed on a flatbed press. The plate was glued on a wood base. Sometimes when the entire form is rubber, the rubber plate is shaved very thin and glued on a thin base of lead and then nailed onto a wood base, for printing on a flatbed press. Is this a good way?

The best wash for rubber is benzol and alcohol, used half and half, as sparingly as will remove the ink. Or alcohol alone may be used.

The inks for printing from rubber should be sought from a reliable ink maker. Rubber is sensitive to some of the materials in inks as well as in the detergents.

However, the principal cause of the wear or pitting is an excessive squeeze in the spots indicated. In printing from rubber plates, make sure the plate is level and type-high before pulling a light first trial

impression, whether the plate is new or had been used before, else the first impression may ruin it. The first trial print should show only the corners legible and the overlay patches of thinnest tissue, .001-inch thick, are used to get a uniform print. Carry a thin sheet in the packing which may be removed after the rubber plate swells from heat of running after 500 or 1,000 impressions.

Rubber plates are cemented to the bare cylinder of rotary machines and metal is the best base on flatbed presses. If wood base must be used, laminated four-ply birch is the most satisfactory.

Rubber is rapidly being discarded for synthetic rubber which is not so easily affected by materials in inks and detergents and stands up better under the wear of running.

## RECORD LABELS

Could you give me the names of the manufacturers of paper used for labels on the phonograph records? This paper must stand up to a lot of tension as the label is affixed to the plastic before the record is completed and is apt to be stretched.

In order to save you time we are referring your inquiry to a paper dealer since it is the custom here to place all orders with the paper dealer and not the paper mill. The big dealers have export divisions and can furnish everything made in paper.

## DIE-CUT CARDS

It has been suggested that you could recommend a printer or specialty house to make an advertising novelty for us. No local firm is equipped for the work. We would appreciate any advice. The job consists of two cardboard discs, approximately 7 inches in diameter, one printed one side, the other printed two sides, and fastened at center with grommet.

Such jobs are most economically produced by tag makers or finishing plants especially equipped for this work. They have explored all the short-cuts.

## MODERNIZING MAGAZINE

We are writing in the hope that you can advise us in problems of printing a monthly magazine. Our hope is to get information that will help us speed up production and permit expansion of circulation when paper supply becomes normal again. The magazine consists of 22,000 copies made up as follows: 6 sections of 16 pages on m. f. paper, 8 pages of 4-color process on coated book, and 4 pages of 4-color process cover on heavy folding enamel book. The sections on m. f. are run on two American flatbed cylinder presses, both with automatic feed (German Koenigs, not pile suction). One press only has pile delivery. The top speed of one press is 1,800 and of the other 1,900 per hour. The two colored ink sections are run on slow Bremners, hand-fed and with overhead delivery, and the sheets are racked in 400's. Some of the color forms are run on the oldest of American cylinder job presses still on the market. All forms are worked direct from type and blocks on wood base. Stereos for ads come from agencies. All blocks are made type-high before makeup into pages. As soon as one complete 16 is printed it is folded by hand-feed on a Q. C. folder and the sections are placed in bins. The cover and other color sections are cut and trimmed to fold on a Cundall folder, hand-fed, and then two selected sections on m. f. are inserted by hand into the color sections. We have a table with a canvas belt and sections are collated on this and then stapled on two American staplers. The covers are fanned out, glued, and the magazines are then covered by a team of 4 to 6 girls; all this is done by hand. Books are trimmed for delivery on an American cutting machine. We feel that the foregoing methods are hopelessly out of date and we are seeking more modern means of production. We would also appreciate any comments on our magazine. Most of the halftones used in the forms on the m.f. paper are re-screened from either 1-, 3-, or 4-color copy. We think that the screen is a bit fine for the stock.

Your magazine, considering the equipment, is very well printed and highly creditable to all engaged in its production. As you have surmised, you are hopelessly outmoded by the newest developments and

improvements in older pressroom and bindery equipment so we are sending names of leaders who can bring you up to date. Their engineers will be glad to suggest a modern set-up for your plant. Looking at your problem all around, we believe that 110-line screen is best suited to the m. f. paper. However, if you want to use 120-screen the photoengraver can diminish the size of the dots in the highlights and so you would avoid filling of the highlights and still get the detail of 120-line in the rest of the plate.

#### HOT WAX CARBONIZING

Way back in the September, 1944, issue of *THE INLAND PRINTER* was an article entitled "Hot Wax Carbonizing Process," of which the salient features were given. According to this article, the new process is patented. We should be obliged if you tell us the patent number covering this process.

We are unable to supply the patent number. Essentially this hot wax carbonizing process applied on job cylinder presses, the only one of its kind, consists of applying a fluid mixture of hot wax and carbonizing ink from a heated fountain (equipped with ink agitators) to a preheated inking system (controlled electric) in which synthetic rollers are used. As an aid in holding the heat needed to keep the ink fluid, the form and the furniture are all metal, including the stereo printing plate. As soon as the ink leaves the heated press and reaches the delivery pile it sets and changes from a fluid to a solid. The wax content is great enough to prevent the carbon mixture from ever drying, hence its value in the transfer of copying. This process is the same as the housewife's when she melts paraffin and pours it in a fluid state on the top of jelly where it congeals to a solid cover.

There are available rotary machines for carbonizing and some of these are manufactured by printing press builders.

There are firms which specialize in carbonizing for printers. They will carbonize paper sent to them by the printer, either blank or printed, or they will buy paper for the printer, carbonize it, and ship to printer, thus saving one trip of the paper, or they will carbonize, print, and ship a job for the printer.

For those interested enough to follow through, it is obvious that engineering genius is not needed to devise a heating system for a press—fountain, inking system, form—to use a mixture of hot wax and carbonizing ink, which does not infringe on the patent referred to.

#### PROBLEM FOR ALL PRINT SHOPS

We are interested in developing our factory office in such a manner that a customer bringing in a job will know exactly what time that particular job will be finished. Would you be able to help us along this line?

When promising delivery on a job a number of factors should be considered: 1. Are all materials needed available?; 2. Are the plant equipment and personnel able to make good on the promise? This implies that before making the promise someone qualified should estimate just how long under favorable conditions it will take to turn out the job. Such an estimate could be based on average production figures of a number of years past in the plant; 3. Allowance should then be made for unforeseen delay caused by accidents. Of course, there is no basis on which to calculate this.

Possibly it is best to make a tentative promise with the understanding that in case of unavoidable delay, the customer choose whether he is willing to wait or, if not willing, pay a higher price for the job

caused by working overtime to make up for time lost by accident.

It is customary to mark date of delivery on the job ticket and if it is a "MUST" this is indicated.

Some executives, either at the close of the business day or the first thing in the morning, spread out on a large desk the job tickets still on the hook and arrange them in the order of sequence of promised delivery, which constitutes the program for the day.

However, the best plans may go wrong and further "follow through" is needed. One superintendent goes through the plant at hourly intervals to check on progress of the job. If he distrusts his memory, he may make notes as he travels. Some executives train assistants to follow through and report back.

A print shop that earns a reputation for delivery when promised finds it a business asset of great value. This has been the making of more than one successful printing plant. There is no royal road to this accomplishment—it takes persistent stick-to-itiveness.



"In the Days That Wuz"—The Devil Has a "Pick-up"

Cartoon by John T. Nolf, Printer-Artist

## MEASURING HALFTONE DEPTH

The April issue of *THE INLAND PRINTER* certainly made us stop and think. We have always felt that we would at least try to stay in the front line of the printing field, but after reading the article by Russell Hogan, we wonder if we've missed the boat during the last few years. Our plant is relatively small, but we are trying to keep it on as modern a basis as possible. Several of the items in Mr. Hogan's article are of especial interest to us, and if at all possible, I should like to get further information on some of these items: 1. The new testing instrument for determining the halftone depth; 2. The rubberized press packing material; 3. The instrument for testing the setting of grippers.

The perennial debate about the depth of halftones with which we have all had experience has long vexed both management and producers. You have seen those who would pass their finger-tips over a halftone plate and assert it is shallow or etched as deep as required. When you recall that there are thousands of dots to a square inch such assertions are ridiculous. Not even the touch of "Jimmy Valentine" could qualify for such a test. Halftone depths are measured in mils and in finer screens such as 150 lines, in ten-thousandths of an inch. A 400-line screen plate contains 160,000 dots to the square inch and it takes an eagle's eye to detect lines ruled 400 to the inch.

No one with the eye alone can see whether a halftone is deep or shallow and only an expert can see the depth with a magnifying glass. The enamel top of the plate is dark and the bottom between the dots is lighter and very bright from the action of acids with which the plate is cleaned for inspection. Under the magnifier the difference in color appears to indicate depth to the unpracticed eye. Furthermore, any halftone may be stained to appear deeper than it is and it can be colored to appear much less than its actual depth.

Some have tried the depthometer, a gauge with polished base and a very fine sharp steel point actuated by a spring. The point is attached to a shaft engaging a micrometer screw to which is secured an indicator revolving around a dial. When the instrument is placed on the face of a halftone, it may be moved about until the point descends between the dots and reaches the bottom of the cups between the dots, at which time the indicator points to the difference between the top of the plate and the bottom of the cup, the reading being in mils. This method is useful but accurate only when utmost care is taken.

The smallest speck of dust on the top of the plate or at the bottom of the instrument may produce an error. It is not possible to note when the point strikes the exact center of the cup or how far it penetrates the copper bottom of the cup.

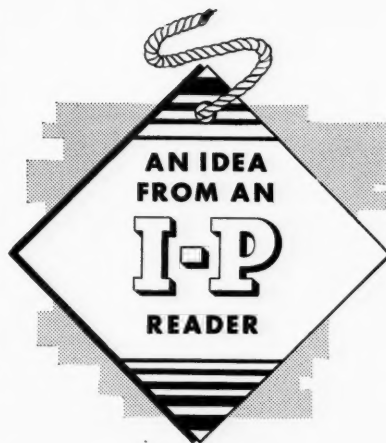
The only accurate measurements of halftones depths are made with the halftone dot microscope, of high power and fitted with micrometer screw and gauge. The depth is found by focusing sharply on the top of the dot, taking a reading at that point, and then focusing with equal sharpness on the extreme bottom of the cup. The difference is shown by the micrometer gauge.

Associated with shallow plates in the never-ending arguments is the undercutting of dots. We have never seen proof of undercutting of copper halftone dots. True, lead molds may adhere to the pattern plate, whence arises the belief that copper halftones may be undercut. However, when the mold and the pattern become locked, usually a few light taps with the flat side of a thin brass rule on the back of the lead will release the mold. The lead and the plate had been pressed together by atmospheric pressure when air had been excluded. A little tapping allows air to penetrate.

Undercutting is not common on the zinc plates either, but excessive shoulders are more frequent, due to improper powdering and insufficient etching after each powdering.

Press blankets have taken a terrific beating in the past but the recent gospel of premakeready tends to bring about a fair trial of blankets which were designed to print with minimum of overlaying but in no wise as a substitute for underlaying and interlaying. Obviously, if the units of the form are not first made level and type-high, the best blanket cannot function to advantage and will be beaten down.

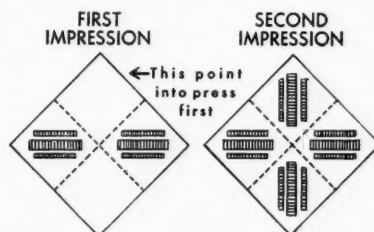
Likewise the blanket will be prematurely worn if cylinder and bed are not traveling in unison and if allowance for the thickness of the blanket is not made in packing the cylinder. If attention is paid to all of these points in premakeready, a good blanket will save overlaying and many jobs, where difference in tone of the units is not too pronounced, may be run without overlaying. The sheet heater and the anti-offset spray extend the usefulness of the blanket in saving overlaying by allowing the use of a bit more ink with avoidance of offset. The superfluous ink helps to color solids that might suffer a bit without overlaying.



## Simple, Economical Way of Printing Tags, with the Copy Reading Diagonally, without Locking Form at Angle

From George D. Horr, a Needham, Massachusetts, printer, comes this idea which many may find an excellent solution to the problem of printing tags on a hand-fed press, with the copy reading diagonally.

Many printers shy away from this kind of job because the 45-degree angle seems hard to get. It is tricky if you go at it in the usual way. Also



a small variation in the size of the copy when set in type vitally affects the appearance of the tag. This latter difficulty, however, is easily taken care of by setting and proving the type before the size of the tag is determined and the stock is cut.

The problem of getting a true 45-degree angle is simply solved by setting the type two-up, side by side in the proper position, and cutting the stock for printing four-up (2 by 2). A point of the stock can be fed directly down into the press. A second time through the press prints the other two blocks of type with no change in the gauges or makeready.

Planning and doing the job this way is easy, quick, and economical.





# BREVITIES

Edited by H. V. Downing

ITEMS ABOUT THE TRADE AND THE MEN WHO MAKE IT. BITS OF INFORMATION COLLECTED AND SET DOWN HERE FOR YOUR EDIFICATION AND PLEASURE

● THEN there's the story of the man who turned down a Gutenberg Bible as "ruined" because some guy named Martin Luther scribbled stuff all over it.

● FUST AND FAUST were two different men, living in different centuries, so Oscar O. Barnhart of Flint, Michigan, gently reminds us. Johann Fust (1400-1466) served mankind by lending money to and otherwise aiding Gutenberg. Dr. Johann Faust, an erstwhile gentleman, gained undying fame by selling his soul to the Devil for reasons that seemed good at the time. Operatic tenors still see to it that Faust does not rest in peace; printers still revere Fust.

● AFTER TWENTY-five years as a printer in his native Hungary, Elmer Magyera has completed another quarter-century with presses in Milwaukee. His A to Z Printing Company started out "small-time," but now he has built up a specialty business, turning out ruled forms in large quantities, emphasizing prompt delivery.

When Magyera gets ready to retire—which certainly won't be soon—he can turn things over to his two sons who are as enthusiastic about good printing as his father is.

● A PUBLISHING business was founded sixty years ago by Colonel John Bayne Maclean, with one publication, one editor, one manager, a few hundred subscribers, and only a baker's dozen or so of advertisers.

Today the Maclean-Hunter Publishing Company of Toronto has thirty-five publications, a staff of 1,186; 3,500,000 readers, and over 6,000 advertisers. The revenue for 1946 was \$7,373,037.

The company's faith in the future is evidenced in a \$3,000,000 plant now under construction in Toronto.

● GEORGE HORTON, as printer for the *Seattle* (Washington) *Home News*, made it possible for the stories of many authors and writers to be read. Now he is well on his way to providing the copy, too. He is turning out novels and short stories based upon his years of experience in hunting, fishing, trapping, and ranch life. He has tried many occupations and always returns to printing. Early in World War II when there was a great demand for fish livers for medicinal purposes, he rounded up a crew of another printer and a mid-west farmer and skippered a purse seiner. His present job of part-time writing fits in very well with his long and close association with the printing crafts.

● AFTER sixty-three years "of the hard grind," Lew Houghton of Williams and Houghton, Detroit, has sold out and is going to take it easy. Fifty of those sixty-three years he has been an IP subscriber. Smooth sailing, Lew!

● ONE HUNDRED years ago *Scientific American* made this pronouncement:

"We are satisfied that there is yet an open field for improvements in printing presses, and should not be surprised to see one introduced by which the pressman can operate the machinery by double treadles while his hands are employed in feeding the machine."

● FOR THE centennial edition of the *Lebanon* (Oregon) *Express*, the Ford ad was set up by Bill (W. C.) Thorniley of Seattle, using types from his valuable collection of old-time faces.

The line "Your Ford Dealer" is in Iroquois, a font owned by the *Express* until Thorniley bought it last summer.

● "THE LINOTYPE NEWS" celebrated its twenty-fifth birthday with its July issue. This publication succeeds in its aim not only to be helpful and interesting as to content but also in the way of its typographic ideas, such as the flush-left heads, which it began to use in 1929. John E. Allen, who died in July, has been the capable editor of *The Linotype News*.

● "THAT'S WHERE our paper goes" department:

*York Trade Compositor* says that a couple of urban New York inventors distribute seeds to rows on sheets of paper, over which slightly corrugated sheets are placed and then bonded together. One sheet is perforated as an exit for roots. Put the sheet on the soil, water, and it becomes a moisture-gathering and weed-discouraging mulch.

● RUMANIAN printers have fun. In addition to strict censorship in accordance to directives from the propaganda ministry, they impose their own. They refuse to set or print anything that is distasteful to them politically or that is written by someone they dislike. (The government-supported unions encourage the printers in this.)

That's what you could call interfering with the freedom of the press!

● THE NIMBLE fingers of Arthur Herrick are not limited to tripping the keys of a linotype at the Seattle Printing & Publishing Company in Seattle, Washington. On concert nights during the winter months he dons his formal dress attire to play the bassoon with the Seattle Symphony Orchestra. Like civic symphonies in most American cities of moderate size, the Seattle orchestra must depend upon able musicians who can earn their livelihood in another occupation. Herrick could travel full-time with a major symphony in larger cities, but he prefers to follow his trade and practice his art as a pleasant sideline.

● TAKING his four and one-half year old son Mark on his first educational tour of a print shop, Oscar Barnhart, of Flint, Michigan, found that the composing room bored his offspring. But the boy brightened up in the pressroom, being particularly intrigued by the Gordons with Kluge feeders.

"Mommie," said Mark, when he got home, "one machine went round and round like this, and pinched a piece of paper and rushed it down like that." (All with gestures.) "Then it crashed together like that and it *mashed* the paper."

**KIRKPATRICK**

**MOTOR CO.**

**YOUR FORD DEALER**

Serving the motorists of Lebanon and  
Linn County for more than a third  
of her century of life.

1911-1947

We were interested in the FORD in your PAST!  
We are interested in the FORD in your PRESENT!  
We will be interested in the FORD in your FUTURE!

To Friends Old & New We Say, "Thank You for Your Loyal Patronage"

"IT HAS BEEN A CENTURY THROUGH THE YEARS TO REPRESENT FORD IN LEBANON"

**Kirkpatrick Motor Co.**  
Lebanon, Oregon-- a Century-Old City

Ad for centennial edition composed by Bill Thorniley, using some of his old-time type faces

Ford-dealer Hugh Kirkpatrick's father was publisher of the *Express* when Hugh was born, on press day, and the event was chronicled in Iroquois type. Kirkpatrick sold his first Ford to a farmer in March, 1911, and had to wait until the roads cleared up in June to make delivery.

Papa Oscar says he has become hardened to being called a "type smasher," but he gives up when his own son calls him a "paper masher."

● **How about a portable press?** "Hobby Printer," an interesting little British publication directed to amateurs, pictures and describes a scale model hand-lever platen press. Six inches high, four inches wide, it has an ink plate which is only two and seven-eighths inches in diameter.

Solid with rust when discovered, after a soaking in paraffin and being sand-blasted, the press was taken down, some new small parts made, and the press was restored to original condition. No maker's name was discovered. The little press requires a special type height of .5005. A standard font can be used if planed down.

● **A PRIZE-WINNER** for good reading on attractive pages is Allen, Lane & Scott's brochure "75 Years are not Everything," celebrating, obviously, the seventy-five-year history of that Philadelphia firm.

The story is told joyously, unburdened by solemnity, sentimentality, or statistics. Big moments in history, like the accidental dying purple of the company's delivery horse, are tucked in with accounts of printing the first telephone directory.

It's a handsome and effective booklet. Success hasn't spoiled A, L & S. They promise another birthday piece in twenty-five years. We're looking for it!

● **A STORY** about the late William Wrigley is passed on by *Linotype News*:

While riding on a crack train from New York to Chicago, a friend asked Mr. Wrigley: "Your gum is known all over the world. Why don't you save the millions of dollars you are spending on advertising?"

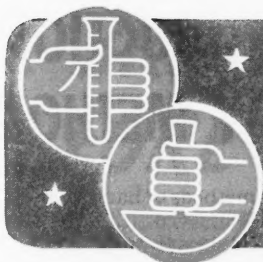
Mr. Wrigley thought it over a moment, and then said: "How fast do you think this train is going?"

"Oh, about sixty miles an hour," his friend replied.

"Then," said Wrigley, "why doesn't the railway company remove the engine and let the train go right ahead on its own momentum?"

● **A COPY** of the Bay Psalm Book, first book published in the American colonies and printed in 1640 by Stephen Daye at Cambridge, Massachusetts, recently brought \$151,000 at an auction in New York City. This is believed to be the highest price ever paid for a book sold at auction. The previous high was \$106,000 for a copy of the Gutenberg Bible, bought in 1926 by Dr. A. S. W. Rosenbach, noted Philadelphia rare book collector, who also bought the Bay Psalm Book.

No copy of the Bay Psalm Book had been sold at auction in the last sixty-eight years. Only eleven copies of the work are known to exist. One is at the New York Public Library, and others are owned by the Harvard College Library, the Boston Public Library, and Bodleian Library, Oxford, England.



## SCIENCE AND THE PRINTER

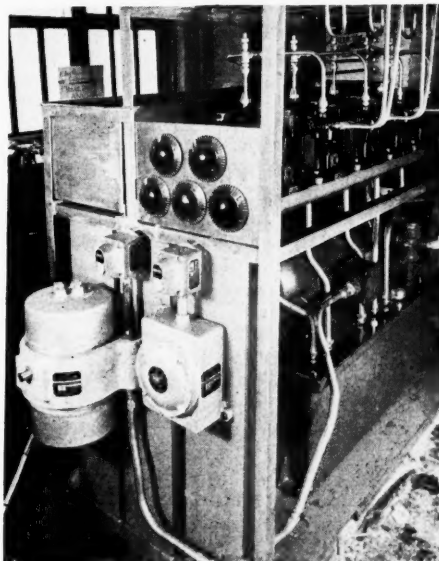
### "Error Anticipation" Device Corrects Any Mis-Register Practically Before It Occurs

A NEW "error anticipation" register control for multicolor web presses which keeps all cylinders synchronized or in register with one another at high speeds has been developed by the Electronic Control Corporation, of Brooklyn, New York. An industrial adaptation of the electronic computer or "mechanical brain" developed at Massachusetts Institute of Technology, Harvard, and other universities, the machine "sees" and corrects an error virtually before it happens—in .15 of a second or within only one revolution of a cylinder.

Applied to a rotogravure press in an eastern printing plant, the control has enabled the press to be stepped up from 300 to 1,000 feet a minute, with error between cylinders kept to .001 of an inch or less at all times. The maximum of 1,000 feet a minute is a limitation set by web strength, press design, ink-drying time, and other mechanical factors, rather than by the control, which works better the higher the speed.

The heart of the control is an electronic element which scans register marks which have been cut into the plate at four equidistant points around it. If the first cylinder, for instance, is out of time (off register) the control "sees" the error at the next printing station or cylinder and starts correcting it immediately, rather than waiting until the affected section of the web has left the press. In other words, the error that starts to occur on any one cylinder is so tiny and is corrected so swiftly—in .15 of a second and before it has reached .001 of an inch—that it will not be apparent to the eye when the web leaves the press. For all practical purposes the error has been corrected before it happens.

Error signals received by the electronic element are relayed to hydraulic motors, which are geared to the cylinders of the press to keep them in synchronization or exact register with each other.



This equipment provides electronic plate register control (.001 of an inch or less) on web presses. One installation has enabled a step-up from 300 to 1,000 feet a minute

In order to meet the Underwriters' specifications all electronic control elements are immersed in oil. To this end, a test program was undertaken and the effect of immersion in transformer oil studied on sine wave generators, induction generators, two-phase motors, potentiometers, wire, vacuum tubes, condensers, sockets, terminal strips, *et cetera*. These tests were conducted over a four-month period and as a result it was possible to obtain all the necessary components, as standard parts, which would completely satisfy the requirement of oil-immersion.

The electronic amplifiers were all immersed to a depth of one inch over the tops of the tubes in a common oil bath and the leads brought out in copper tubing which started well below the oil level. The electrical units—an induction generator and a permanent magnet generator—mounted on the press, were each immersed in an oil tank and again the leads were brought out through oil-filled copper tubing.

# LOWER COSTS ON PRODUCTION THROUGH USE OF NEW METHOD

● A NEW method of printing newspapers without use of the linotype, mats, and stereotypes has been announced by William J. Higgins Company, New York City. Revolutionary in its application to newspaper printing and possible future effect upon the cost of newspaper production, the process encompasses nothing basically new from a technological standpoint, it being a combination of photoengraving, proportional spaced typewritten copy, and offset copy-preparation techniques.

Made-up pages, consisting of text, headlines, and halftones and line illustrations, are engraved on sheets of magnesium which serve as press plates for direct printing. They may be laid on flatbed presses or curved to fit the cylinders of rotary newspaper presses.

The process, now past its experimental stage, has been used since April to print the *Leesburg* (Florida) *Commercial Ledger*, a twelve-page weekly. Copy is set by girls, at the rate of 200 lines of type an hour, on International Business Machine Proportional Spacing typewriters. This machine requires a second typing to space for justification, but new automatically justifying machines will soon be available, making possible an expected output of 600 lines an hour.

Text copy is typed in 12-point with an 18-pica column width, then reduced one-third in the engraving to get a standard two-inch column of 8-point. Headlines are at present composed by Phototype, but soon to be available is a machine which will provide 24-point letters for headline purposes.

## Handled like Offset Copy

Proofreading of the text is simplified because the "typesetters" are working with positive copy and mistakes can be seen immediately. If errors in typing slip by, the makeup editor spots in a new line.

Pages are made up on a copy-board, much as offset copy is handled. Complete standard-size pages can be made up and put in the engraver's camera for a single-shot negative, but more often the copy is photographed in takes and then stripped on the engraver's glass, which permits last minute changes in layout and substitution of copy.

Various methods of handling halftones are employed. In some cases original photographs are pasted up with text and line copy for a combination line and halftone job, and occasionally a screen Velox print is stripped in for a complete line job. Halftones varying from 85-line to 120-line screen have been used in one edition, all reproducing well. Proofs of advertising copy, containing art work in fine screen, have been used successfully, and local advertising copy is composed on typewriters, using Phototype paste-ins for large letters.

## Light Magnesium Plates

Magnesium is used for the plate material because of its lightness—a full-sized page weighs about one pound—and because it has advantages over zinc in the etching.

For rotary printing the curved plate is put on the conventional press cylinder over a basic magnesium backing plate to bring it to type height, and bound to it with Scotch tape. The printing plate adheres so tightly to the base that a chisel would be needed to pry it off at the end of the run, according to Farwell Perry, an executive of the Higgins company. A special heating box is used to melt the tape, the plates dropping off the base readily.

Because the magnesium plates permit the use of hard packing, the engraver can eliminate all routing and make a much shallower etch than required when mats are used. The light plate, a pound or less compared to 46 pounds for a full page stereotype plate, will permit greater press speed with less wear and tear on the press.

At present the process is feasible only for weekly or small daily newspapers, because of the time involved in the engraving process, which is longer than that required for making mats and stereotypes.

High mechanical costs of newspaper production by present methods stimulated the new printing development. The idea originated in the plant of the St. Petersburg (Florida) *Times and Independent*. William J. Higgins, an industrial engineer, observing the involved process of newspaper production and featherbedding practices, resolved to simplify the process. He concentrated on the photoengrav-

ing department because that was where the St. Petersburg papers were produced while the compositors were on strike.

His work came to the attention of John H. Perry, Jr., and Farwell Perry, sons of the president of the Western Newspaper Union and publisher of a group of Florida dailies and weeklies. A research project was started at the Perry plant in Ocala, Florida, and the Leesburg paper, printed there, became the guinea pig. The first single page was made up by the new method and proofed on a flatbed press on April 18 of this year.

The three men have organized the William J. Higgins Company, with its headquarters in New York City, to help publishers install the process. John H. Perry, Jr., is chairman of the board; Farwell Perry is president; and William J. Higgins is vice-president. The company will conduct a cost analysis and set up a whole new job classification for the newspaper industry.

Sponsors of the new development believe it will effect a saving of as much as 50 per cent in mechanical production costs. At Leesburg one skilled engraver started the process off, then trained a helper in three weeks, according to Farwell Perry. Others have been shown how to perform the usual engraving tasks in two weeks. This has been an important factor in cutting the costs, along with a \$35-a-week scale for typists instead of typesetting machine operators.

## No Metal Type Required

Other economies include reduction in the cost of composing room equipment, elimination of mat and stereotyping machines, a saving of at least one-third of the space required for a newspaper plant and elimination of expensive construction required for heavy equipment in the conventional composing room. The Perry-Higgins composing room is completely furnished with only a battery of typewriters and a row of copyboards.

Similar in procedure to the production of newspapers by offset, the new process would have one immediate and practical advantage over offset in that present newspaper presses, either flatbed or rotary, can be used for it.

Widespread use of the Perry-Higgins process by newspapers would create a market for the new phototypesetting machine in the letterpress field because the process is entirely photographic and requires no metal type.



**HERE'S ONE BRIDGE YOU OUGHT  
TO CROSS BEFORE YOU GET TO IT**

**By GLENN J. CHURCH**

● **WHEN** treating facing pages of a booklet, publication, or catalog as a "spread" . . . careful, thoughtful planning of elements of the design which run across from one page to the facing page will pay dividends in doing away with production headaches and avoiding customer dissatisfaction. Here, truly, is one bridge you should cross before you get to it.

Two-page spreads open up an abundance of possibilities to the



**GROUP ONE:** A common device employed for leading the eye across from one page to the facing page is parallel horizontal rules. Unfortunately the finished job is usually marred by failure of the rules to line up. Treatment of the heading in the technique shown in the lower example eliminates the need for perfect line-up of pages and insures an attractive result.

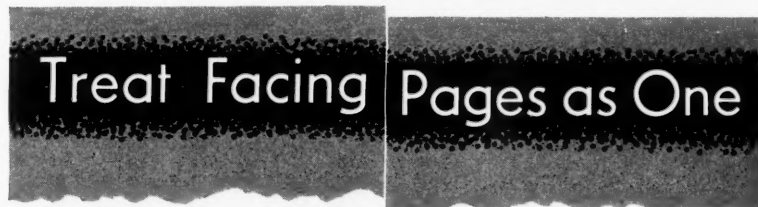
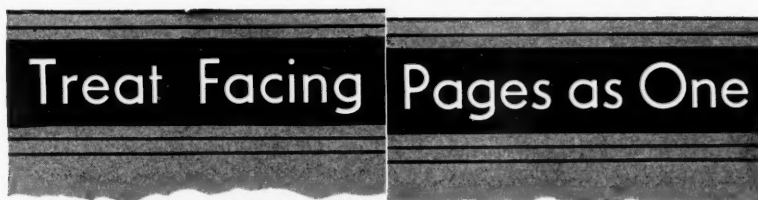
**GROUP TWO:** Symmetrical designs, trademarks, and ornaments produce an interesting effect when placed in the center of a spread. But in the top example the effectiveness is lessened by the use of concentric circles which, when divided into halves, may not line up. Handling the circular element in airbrush technique makes an accurate page alignment unnecessary.

**GROUP THREE:** Halving the symmetrical element of a trademark, symbol, or ornament may have disastrous results if facing pages of a two-page spread do not line up. Sometimes, as in the lower example, it may be possible (and more practical) to locate the mark at some logical break in the headline on the left-hand or right-hand page instead of in the center



clever designer of printing. Don't pass up the opportunity just because it presents a bit of a problem. But do approach the problem from a practical standpoint. Although the facing pages can sometimes be made to line up absolutely accurately, on account of discrepancies in lockup, presswork, paper shrinkage, folding, trimming, *et cetera*, they seldom do. The best procedure is to plan the design so that any misalignment of pages will not produce disastrous results.

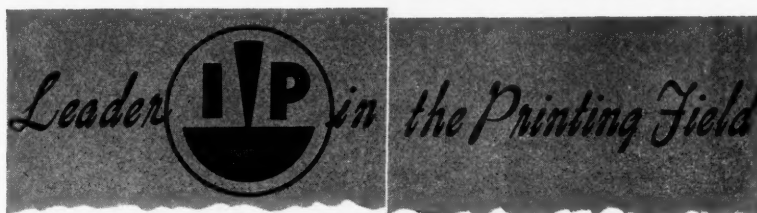
The examples shown here are typical of impractical and practical ways to handle the problem. The "easy" way can be just as attractive and effective.



### GROUP ONE



## GROUP TWO



### GROUP THREE





BY  
**Forrest Rundell**

● IT IS A pity printers can't comb some of the long words used by the advertising fraternity out of their hair. Expressions like "sales resistance," "consumer acceptance," and "public relations" tend to make the whole subject of advertising seem obscure and out of the range of the ordinary printer. Besides, they sound as though they cost a lot of money. All this is too bad because printers individually and collectively are coming into a time when they will need advertising.

But, as Arthur H. "Red" Motley, president and publisher of Parade Publications, said in a recent address, "The sooner we stop worrying about things we know nothing about and devote our attention to those we understand the better off we will be." So, in this spirit, let us stop worrying about whether or not we can afford advertising and devote our attention to getting out some printing that will help us sell more of our own product.

Since its invention, printing has been useful for one reason above all others: It has told a story to more people at a lower cost than any other method. The old monks, shut up in their monasteries, laboriously copied the Bible by hand. Gutenberg showed how many copies could be produced from one set of types, and so the monks found something else to occupy their time. The old town crier reached a few hundred people with a few paragraphs of information; the modern newspaper goes out to hundreds of thousands daily with all the news.

And by the same token a salesman with no printing to back him up reaches his prospects only once

for each call he makes. On the other hand his competitor who is backed with printing reaches the prospect every time he makes a call and also every time the customer sees a piece of printing with his name or that of the company on it. As the sales tend to increase with the number of calls made, you can readily see the advantage printing gives. And think of this: Would you buy life insurance in a company whose name you had never seen in print?

#### **Selling the Boss**

But how can the printer's sales force convince the boss that it is time to start the presses rolling to get out some printed sales helps? That will be a test of sales ability. Supposing you can't convince him. How are you going to convince an outside customer that he should give you several thousand dollars to print a mailing? You might ask your boss about that.

Of course, printing will not service an account. That is strictly a personal task. But while you are tied up on servicing work printing can remind your prospects that you

## *The* **MINNECRAFTER**

for  
**APRIL . . . 1947**



The Minneapolis Club presents . . .

**HOWARD N. KING**

TYPOGRAPHIC COUNSELOR FOR THE INTERTYPE CORPORATION

Speaking on

**TYPOGRAPHY for TOMORROW**

AN ILLUSTRATED LECTURE

Wednesday, April 16, 1947

Curtis Hotel . . . Solarium

6:30 p. m.

The Minneapolis Club presents  
**HOWARD N. KING**  
Typographic Counselor to the Intertype Corporation  
in an illustrated lecture titled  
**Typography for Tomorrow**  
Wednesday, April 16  
6:30 p. m.  
Curtis Hotel  
—Solarium  
*The Minnecrafter for April . 1947*

would be good at taking care of their needs, too. And it can also suggest quietly that the reason you are not there in person at the moment is that you are unscrambling some knotty problem for a customer.

Here are half a dozen reasons why you need to get your regular mailings going again in the future.

1. All optimistic statistics to the contrary, printing *has* slowed up. Shops are not working so much overtime and there is little or no demand for temporary help. Ask the college students who have been trying to get summer jobs.

2. There are signs of slowing up among many small industries that usually are excellent customers for small promotional orders. One company that normally spent around \$5,000 a year in this manner hasn't given out an order in eight months. Conditions are such that there just isn't the business in their field to go after. Then, too, as this is being written the announcement has been made that the Government figures show fewer workers placed in new jobs. Fewer workers were placed during May than during any May since 1940. Workers who see things

slow down where they are now are holding the jobs they have rather than seeking new.

Moreover, the strike pickets are beginning to show placards saying their employers want to cut the number of paid holidays and want them to work longer hours. The suggestion here is that their firm is trying to meet competition by lowering costs rather than by increasing selling effort. If this interpretation is correct such firms will be less interested in the sales promotion printing than they might have been.

3. The evidence is increasing that during the war other reproduction methods made more progress than letterpress or offset. They are now beginning to offer competition in more and more fields. Microfilm, for example. When Lincoln's private papers were finally released to the public on July 26 complete copies were offered for sale. These were on microfilm. It would have been an attractive printing job but our competitor got the call.

Multilith, too, is cutting in on our work. The writer has one customer who has issued standing in-

structions to furnish four sets of reproduction proofs with every new order. The reason? The customer will use the reproduction proofs to set the job up for his own office multilith when he needs a reprint.

#### Cheaper Printing in '48?

Another buyer, a publisher, gets reproduction proofs at the start of a run. He doesn't plate his jobs but when he needs reprints he uses the reprints to have the job run offset. The reprints are cleaner than worn plates would be and less expensive to buy and store. But they don't help the printing market.

4. More and more buyers are expressing the belief that "the honeymoon is over." This is another way of saying that buyers are beginning to have a choice among printers. The problem no longer is to find a printer who will take the job. Price, service, and delivery are back as factors. In his address "Red" Motley announced confidently that he was going to buy his 1948 printing for a lot less than he's paying now in 1947. And while "Red" Motley thinks redheaded and talks redheaded there is no questioning his



 The Minneapolis Club Presents  
**HOWARD N. KING**  
TYPOGRAPHIC COUNSELOR TO THE INTERTYPE CORPORATION

Speaking on

*"Typography  
for Tomorrow"*

An Illustrated Lecture

★

Wednesday, April 16, 6:30 p.m.  
Curtis Hotel—Solarium

#### TYPOGRAPHIC CLINIC

★ At the extreme left is the original magazine cover. Decorative use of the letters of the alphabet is fitting. The effect as a whole, however, is incohesive, with elements seemingly "sprawled" all over the page. Second from the left is a reset cover informally modern in feeling, yet with unity of design. Elements are tied together by the decorative letters instead of being chopped up as in the original. What the conservative resetting lacks in action it makes up for in clean-cut arrangement and nice typography. And in both reset designs, a logical solution has been found for the problem of what to do with the magazine name so that it will be seen and accorded its deserved attention and yet not conflict with or detract from the feature copy.

★ By GLENN J. CHURCH

sincerity or his knowledge of his business. We can be reasonably sure that other buyers will be working just as strenuously to bring down the price of printing.

5. Printing salesmen have been so tied up in servicing accounts during the war years that they have had little time for prospecting. Nor have their plants had capacity for much new business. As a result few salesmen have been able to get the number of new accounts each year that they need to keep up their total of active customers. Usually a salesman needs to add one-seventh of the number of active accounts he has each year in order to make up for the accounts he loses.

6. Much of the prospecting work we have done has been wrecked by extremely rapid turnover among the production men and the other buyers during the past two years. This is caused mainly by the returning veterans. Some fail to make good in their production jobs, the others do so well they are promoted almost immediately. And still others leave for better jobs elsewhere.

The net result of all this turnover is that a salesman may find himself calling on four or five different buyers in the course of a year. Even though the salesman succeeded in getting an order out of the first man in the procession he

often found himself starting all over with the next. And by the time the fourth or the fifth man came around the salesman was often no better off than if he had never called on that firm before. Returning veterans have old buddies and some of those buddies are now out vigorously selling printing.

#### Increasing Competition

All this adds up to one proposition. We will have to go after more customers and go after them hard. Our competitors are going after our accounts and we can be reasonably sure to lose some business in the scrimmage. That's the reason most of us need more printing to get our message over regularly to more people many more times.

Of course we all have printing aids in the form of business cards. Our business cards are responsible for part of the impression we make on our first call. They also get through even when the buyer sends out word that he is too busy to see us. His secretary or the reception girl will always arrange for our card to be put on his desk. And the quality of printing and originality of design contribute greatly to the buyer's impression of our plant.

Then, too, we all have letterheads and quotation blanks upon which to answer inquiries. With these we

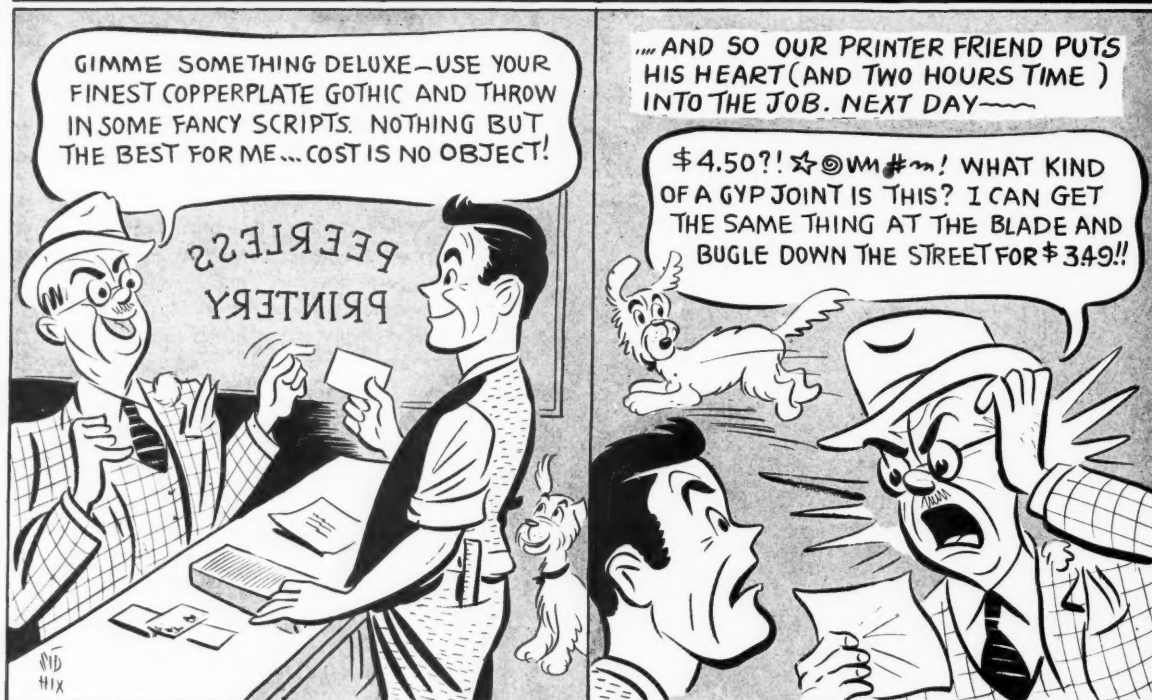
also make an impression favorable or otherwise. Likewise, if we secure an order we have bills, statements, shipping labels, and sometimes the proof envelopes to impress the customer favorably or otherwise.

Oddly enough the average printer takes all these items for granted as necessities. Instead of putting in a few extra licks to do an exceptional job of designing and printing on them, thus making them good selling aids, they go through rather casually. When this happens, the impression they create ranges from neutral to distinctly unfavorable. They don't compete with the work of rival printers who devote care to their own work.

But in addition to the so-called essential printing, every salesman does need something that will tell his story in a different manner and at a time when he cannot call. Particularly does a salesman need printing to cover out-of-the-way calls. If it takes a whole morning to get to a buyer (and take a chance that he may not see you) it may not pay to follow up that particular prospect. But if a salesman can let printing make a call there for him every month, he can afford an occasional trip.

Next month we will describe some printed pieces which have helped salesmen open accounts.

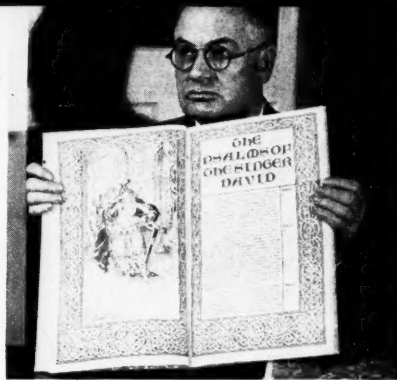
## JOE BLOW ORDERS 500 BUSINESS CARDS







Albert Schiller at exhibit of his illustrations made from type rules and ornaments, held in board room of Geyer, Newell & Granger, the advertising agency. Schiller handles its typography



The late Dr. John Henry Nash pictured with one of the many exquisite limited editions which he designed and produced in his small San Francisco shop



N. Joseph Leigh, chairman of board of Einson-Freeman Company, presents the keys to 1947 Cadillac to A. H. Schmitz (right) for his twenty-five years service



Leaders at third district conference of Craftsmen, from left: Edmond Cloutier, Wilbert Hamilton, the district representative; R. Bourque, John J. Deviny, W. Parmelee, and Fred Baillie



Discussing arrangements for the Craftsmen convention are Elmer Benny, the district representative; Harry Shaughnessey, general chairman; Victor Van Audenhove and Robert Bunn, co-chairmen

Judges and winners in McCoy contest sponsored by Associated Printing Salesmen, from left, front: Frederick Triggs, Theodore Trett, Harold Lonsdale, Herman Wiedemann, Herbert Ahrendt. Rear: Richard Messner, and judges George Welp, Ernest Trotter



# People



Left, above, is Arthur P. Bamford, chief engineer of graphic arts section of the Sperry Corporation. At right is R. J. Niederhauser, who is now the sales promotion manager of the Harris-Seybold Company. He joined the firm in 1939

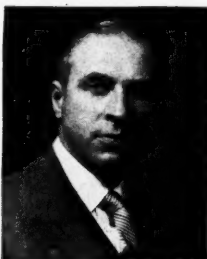


Past presidents of NYEPA, left, back: Frank Young, E. J. Mordaunt, J. Stewart Jamieson, William Riecker. Front, Wayne Oakley, Ben Pakula, Daniel A. McVicker

At the left, pictured working at his desk, is Arthur Dressel, whose election as the senior vice-president of R. Hoe and Company has recently been announced



Robert D. Berry, left, has been appointed advertising manager of Nolan Corporation. Herman Lewis, Sr., right, typographer, has now entered the equipment field, making aluminum galleys



Sampson R. Field, left, is president of the New York Employing Printers Association. Everett A. Damon, right, is the assistant manager of domestic sales for American Type Founders Sales Corporation. He was merchandising manager

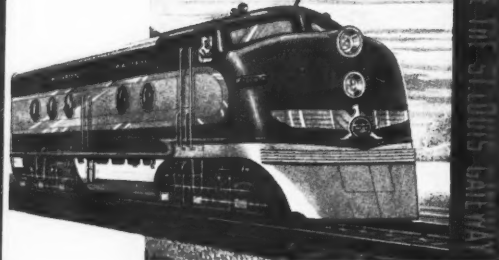


Peter A. Rice, left, is service manager of Printing Machinery Division, Electric Boat Company. At right is Maurice Segal, recently elected president of Edward Stern & Company, Philadelphia

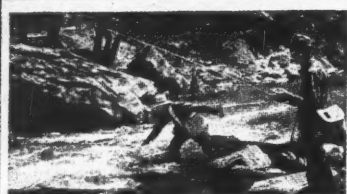


**MISSOURI  
PACIFIC  
LINES**

ROUTE OF THE  
*Eagles*



\* Just as the sleek streamliner is outmoding yesterday's smoke-belching iron horse, so is the old-fashioned time table being replaced by interesting and colorful booklets which not only give the traveler the



### THE MISSOURI OZARKS White River Valley for Your Spring & Summer Vacation

Whatever your tastes or inclination—for rest or play—you will like the Ozarks. You'll be delighted with the beauty of their rolling hills and pleasant valleys, shady woods and winding trails, their sparkling streams and crystal lakes. You'll find new zest in your favorite sports—riding, hiking, golf, tennis, boating, swimming, hunting and fishing. And you will discover congenial companions, comfortable accommodations, good food and genuine hospitality at the Ozarks' numerous popular resorts.



essential train time information he desires but take advantage of an excellent opportunity to "sell" the services of the railroad.

Missouri Pacific's latest time table (the cover of which is shown at the top of this page) is typical of the trend. One feature of this road is the "no change of trains" between Texas, New York, and Washington

# A Modern Time Table Gives You Much More Than Train Time Today\*

—By Glenn J. Church—

... and a two-page spread in the booklet is devoted to the promotion of this advantage.

Another section tempts passengers with sightseeing thrills in the new vista dome cars. Vacationers will find the travel urge hard to resist when they view the full color

picture of a M-P train winding its way through the Royal Gorge in the rugged Rockies.

Observation lounges, reclining-seat coaches, cocktail lounges, diners "famed for food and service" ... all come in for their share of word and picture promotion in this modern time table.

Public relations get attention with testimonials from satisfied customers, as well as a reflection of public opinion secured through a recent survey. Even an appeal for freight business accompanies pictures and copy covering the line's rail and trucking facilities.



### MISSOURI PACIFIC PROVIDES THE ONLY DAILY SERVICE THRU THE ROYAL GORGE: ST. LOUIS—SAN FRANCISCO

Providing the ONLY service from St. Louis and Kansas City through the Royal Gorge, Missouri Pacific's train offers the most magnificent mountain view on

ABOVE: Majestic mountain scenery lures the prospective traveler to go via Missouri Pacific railway "through the Rockies, not around them"

LEFT: Many vacationers will find it hard to resist the urge to visit some of the tempting spots pictured and described in the M-P time table

RIGHT: In its versatile booklet, Missouri Pacific railway even bids for freight business, offering its speedy coordinated train-truck service

BELOW: Another noteworthy feature is a little "horn-blowing" in the form of complimentary comments on railroads by important newspapers

### RAILROADS TAKE A BOW



"The only self-supporting method of transportation in this country today is the railroad system."  
BRISTOL, CONNECTICUT, "PRESS."

"Railroads continue to be the main arteries of transportation across the nation. Trains, more than any other means of cross country travel, are of a nature to provide the comfort of home in transit." PORTLAND, ORE., "OREGON-JOURNAL."

"The best thing of far from far from mind"

### We Speed Your Shipments ...

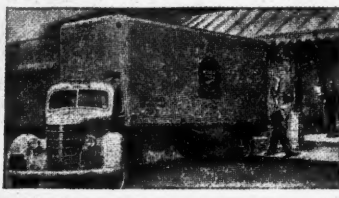


### By Train .....

Deliveries of less-than-carload shipments have been speeded as much as 24 to 72 hours at stations in Missouri, Kansas, Nebraska, Illinois, Arkansas, Louisiana and Texas that are served by Missouri Pacific's co-ordinated train-truck schedule.

New co-ordinated train-truck schedule recently inaugurated in Arkansas raised to more than 10,000 the total route miles operated by trucks employed in Missouri Pacific co-ordinated merchandise transport service.

### ... and Deliver Them to Your Door



Not many printers are set up to economically and efficiently handle railway time tables. But the effort described here demonstrates how printers with imagination ... plus some intelligent thought and planning ... can take what would ordinarily be considered commonplace printing jobs and really "make something" of them.

By J. L. FRAZIER

Mark for this department  
items on which you wish criticism.  
Send in flat package, not rolled.  
We regret that personal replies  
cannot be made by mail

# SPECIMEN REVIEW

H. E. DE L'HORBE, of Chicago, Illinois.—Your new folder business card is both exceptionally interesting and impressive. We'd like to give readers an idea as to what it is like but colors—tones of gray—are such that it is not suitable for reproduction by our system and it would take too much space to adequately describe it with the use of words alone.

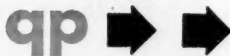
MIRELES PRINTING COMPANY, of El Paso, Texas.—You do an exceptionally high grade of general commercial printing. The 4¼- by 2-inch booklet of air mail stickers (your own design) will be appreciated by all to whom it is sent. Your message and name on the blue front cover will get the right kind of attention and often. Let us see more of your commendable work; send us a great big package next time.

MURPHY PRINTING COMPANY, of Elkhart, Indiana.—Congratulations on the decided excellence of your matched stationery items, two of which are reproduced in this section to show the general idea. To achieve such a striking effect by such simple means is a real accomplishment. We can think of no suggestion for improvement except that the green second color is possibly a trifle too strong, and we're not too sure of that.

COUNTY PRESS, of Croton-on-Hudson, New York.—The layout of your matched stationery is impressive and the name in extra bold Bodoni italic stands out impressively from the sans serif style otherwise used. We do not endorse setting proper names or important words all lower-case, believe that in the name line both words should be begun with caps. Incidentally, all the other matter is set wholly in sans serif caps. The lines of type are a bit too crowded and those above and below the rule crowd it somewhat uncomfortably, too.

HERBERT W. SIMPSON, of Evansville, Indiana.—As usual the specimens you submit are excellent and characterful, the latter especially. Though both the design and composition are top-grade the distinguished appearance is the result of types not commonly used and unusual combinations of colors. This is a point—rather, two points—other readers should keep in mind. Outstanding work, for instance, cannot be accomplished with Copperplate Gothic type and printing in black and red on white paper.

HENRY BETTMAN, of San Francisco.—Let us say congratulations upon your engagement before commenting on the folder announcing that event. Cover is reproduction, in gray, of page of sheet music for song about rumors. Printed over song, in bright blue, "Yes! It's true . . ." Inside spread, in same blue, reads "Ranette Rogers and Henry Bettman, Engaged July 24, 1947." Unlike many unusual pieces which rest on their novelty alone, this one is extremely well done. We'll be expecting to hear more.



Cover of moving announcement by Profile Press, New York City.  
Background of pale gray overprinted in grayish-blue and bright red

MANEKE-HAUSER PRINTING COMPANY, of Tulsa, Oklahoma.—Your anniversary letter to customers is nice, having your two-color letterhead printed on heavier paper, a block of copy in the upper-left balanced by another in the lower-right, with the small folder designed to mail out in celebration of the event tipped on at an angle in center. Folder (3½ by 2¼ inches) pictures the elephant,

appropriate for your "ivory anniversary," and carries inside a good-humored message of thanks. We know your customers appreciated both the thought you have expressed in the copy and the fine example of careful printing.

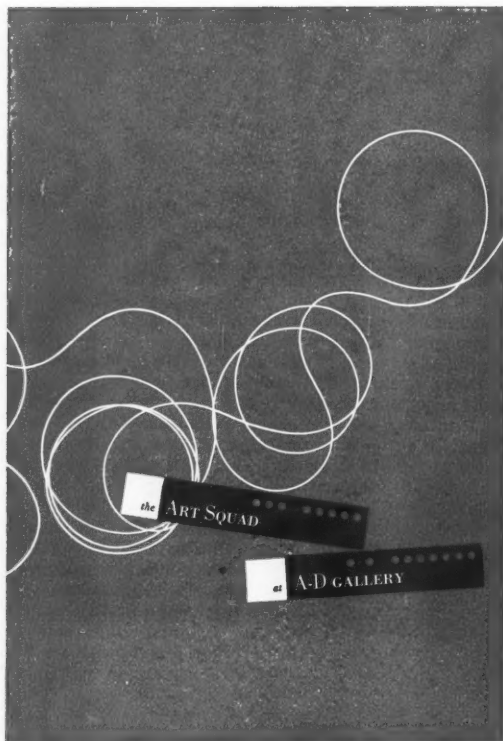
WALKER, EVANS AND COGSWELL COMPANY, of Charleston, South Carolina.—The convention program designed by Claude Rhodes is unusual. Six by five inches, cover of the booklet carries the letters "PICA" (the Printing Industry of the Carolinas) full size across the page, letters being in a delicate tint blue

die-cut at top and bottom, at left side of "P," and right side of "A." All right-hand pages are the same, PICA being in pale blue with the convention program and other copy printed over it in dark blue. Die-cutting gives the program its distinction, typography being average.

BROWNLOW'S PRIVATE PRESS, of Wenatchee, Washington.—Your Christmas greeting is well designed but you took on something printing the first letter of each word in second color, red. Register is by no means perfect but is excellent considering the number of points requiring it. (The job must have taken a lot of time.) Red is much weaker in tone than black. Lines and letters printed in it should be relatively stronger than those printed in black. The idea is that the tone value should balance in the printed item. One color should not seem to stand closer to the eye than the other. Considered as a whole, however, the design is pleasing and quite impressive.

HAROLD L. KELLY, of Jackson, Wyoming.—The 9½- by 12-inch placard that advertises the Tune Toppers is attractive and impressive beyond most everything we have seen made up only of type and simple ornament such as the triple band of one-point rule extending from the top to bottom of card near the left-hand edge. The reasons for its scoring so high are several. One is the colorful types that are used. The grouping of related lines is such that distribution of white space is interesting. Leading reason is the color of paper and ink, the former a rather light pink, the latter a deep rose. The combination is excellent and unusual.

DIAMANT TYPEGRAPHIC SERVICE, of New York City.—Your broadside announcing acquisition of the Perpetua classic roman



Composing Room Incorporated, New York, sponsor of A-D Gallery, recently sent out an announcement covered by this unusual design. Background is in medium blue, reverse plates are black in original



The Montreal Craftsman bulletin is noted for its outstanding cover designs. This one features a metallic lavender background with illustration in white. Type and reverse plate are printed in black



MURPHY PRINTING COMPANY

114 SYCAMORE ELKHART, INDIANA

In original letterhead, initial is white on a green background; the type is in black

type is excellent. One side of the 14- by 18-inch piece on cover weight stock is entirely devoted to a quotation from Eric Gill, the designer of the type, displayed to simulate carving on monuments. Though supremely dignified, it is impressive because of the type and the size used. Aside from promoting use of the face by your clients the other side is devoted to specimen lines of the different sizes available and a specimen book page. Display and composition in general, including spacing, demonstrate expertness of high order. Congratulations.

EDWARD J. BENOIT, New London, Connecticut.—Congratulations on the new daughter and the unusual and attractive announcement of her arrival. The little silk-tied booklet has a beautifully plain cover with a blind-embossed circle just above center carrying the baby's monogram in pink, three horizontal rules in black above and below the circle. Right side of cover is deckle-edged. The inside features an outlined halftone of the parents—and very good-looking ones for a baby to choose, too. Below the picture are the pertinent facts about Cynthia-Ann Benoit. It's a shame to offer criticism of an otherwise clever and very carefully produced item, but color of the cover

monogram is too weak, possibly to keep it properly "baby pink."

PRINTERS PROPRIETARY LIMITED, Sydney, Australia.—Many thanks for the copy of your calendar with leaves for April, 1947 (your silver anniversary) through to December, 1948. Congratulations both on the event and upon the fine craftsmanship evident in all details of the calendar. It is one of the most attractive we have ever seen and already occupies a spot on the wall of the writer's home "office" or den. No monochrome reproduction in halftone would do it justice because of the numerous and unusual colors and to describe it in words so other readers would get the right idea as to its beauty would take a page in this type. We have seen too little of what you do; that which we have seen places you in the top rank of quality printers.

VICTORIA PRESS LIMITED, Montreal, Canada.—Your latest blotter is interesting because of the illustration showing a fine new paper cutter being delivered by a stork. However, too much of the design is printed in red. Warm colors should be used in small areas. Furthermore, the spacing throughout is not all it should be. Second line is too close to first one in relation to space between second and third lines and the

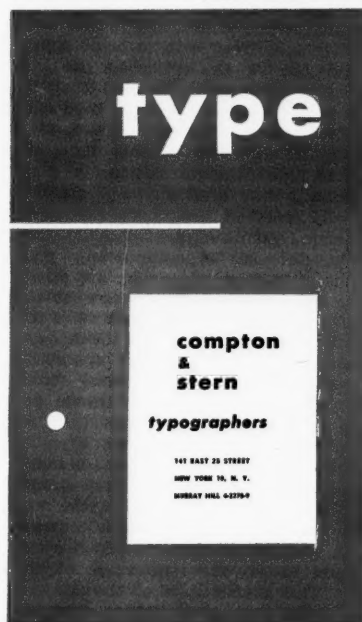
	<p>MURPHY PRINTING COMPANY</p>	<p>INVOICE No. OUR JOB No. YOUR P. O.</p>
<p>114 SYCAMORE PHONE 3269 ELKHART, INDIANA</p>		
<div></div>		

Functional use of rules divides invoice into definite areas. Colors same as letterhead



display line "First in Montreal" is too close to illustration as compared with space between line and group below, the lines of which are comparatively too closely spaced. Related lines should be closer together than unrelated or not so closely related lines, and groups and spacing between words should be definitely less than between lines. In general the impression of "sloppy" composition is given.

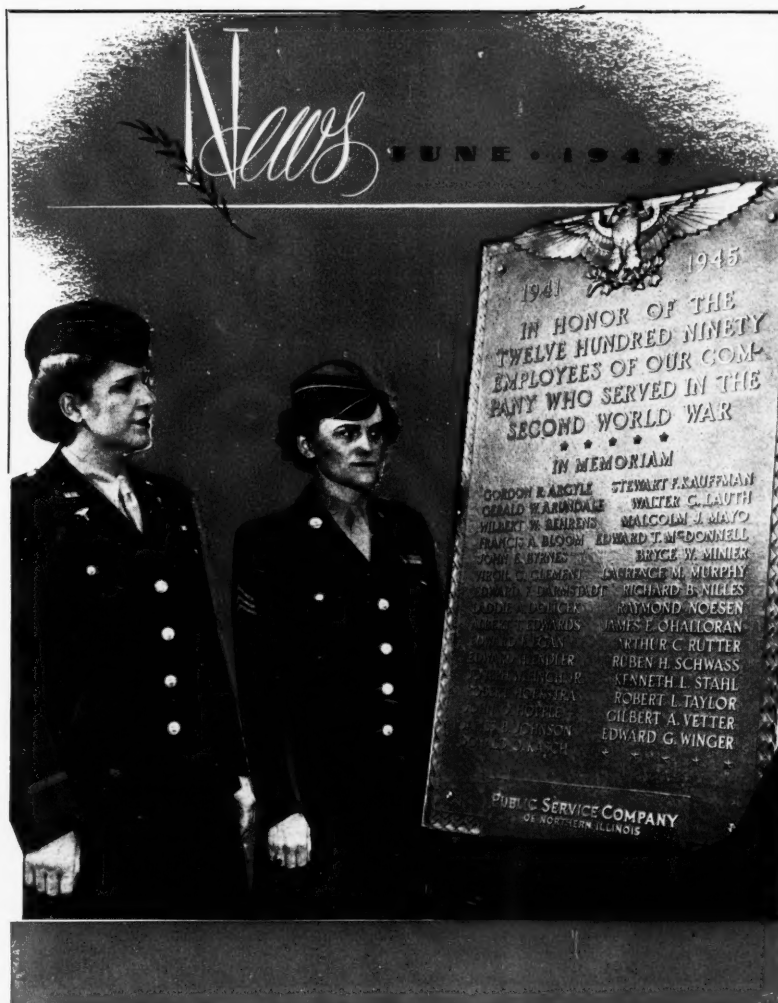
**MONO-LINO TYPESETTING COMPANY**, of Pittsburgh, Pennsylvania.—Your new convenient-sized (8¼ by 5¼ inches) one-line type specimen book is neatly done. Bound with a wire mechanical binding, the book lies flat when opened to any page, probably one of the most appreciated features of any type book. You have incorporated a feature too seldom found in type specimen books—that of indicating the point size of the specimen shown. Another point worthy of mention is the displaying of strip borders made up into boxes (instead of a single, horizontal piece) to indicate the handling and appearance of the corners. Bleeding solid rules of varying widths off one side of the page enables user



Colorful type book cover is achieved by printing broad expanse of fire red over bright yellow paper stock. Except heading, the type is black

to lay the specimen over a layout to quickly ascertain the proper width rule required. The pale green cover of your book, printed with broad parallel bands of yellowish-brown, with the type in black, is striking.


**THE CAROLINA PRINTING AND STAMP COMPANY**, of Wilmington, North Carolina.—The letterhead and companion envelope submitted are of interesting and striking layout, impressive because of unusual handling. However, there is just about a total lack of harmony between the somewhat condensed roman hand-lettered lines and the extended Copperplate Gothic type. It is more im-



Simplicity and beauty are keynotes of this house magazine memorial cover. Background of original piece is medium blue, halftone is black, on white stock. Olive branch adds fitting touch to masthead

portant that in combinations of type and lettering harmony of shape be evident than harmony in other respects. Lines on the letterhead are much too closely spaced. Most serious error, however, was selection of the second color. There is so little contrast between deep blue (second

color) and black that the items might just as well have been printed in one color, black or the deep blue which is strong enough in tone to carry clearly the smallest type. Good layout thus goes for naught because of a poor combination of letter styles and colors.



**"SOMETHING TO REALLY CROW ABOUT"**

The Frye Printing Company has just been awarded first prize in an international letterhead contest by The Inland Printer, leading printing publication. Several of the other prizes went to England and Sweden. It might also be mentioned that two national publications devoted space the last two months showing our work. All of this work was created and executed in our plant.

Frye Printing Company, Springfield, Illinois

Springfield, Illinois, printer expresses a pardonable pride in blotter announcement designed by Ben Wiley. The rooster is red in the original piece; the type is black on white stock. Good publicity

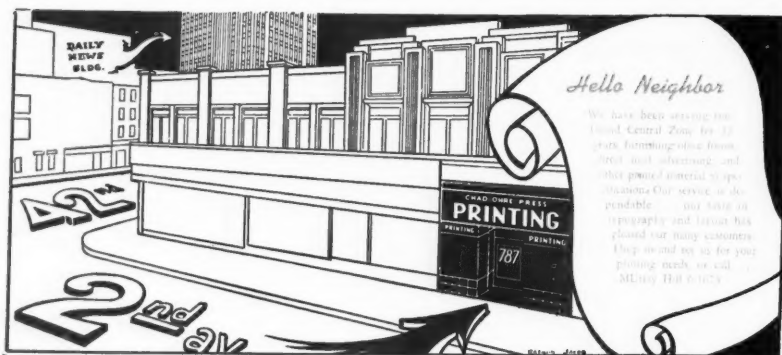


# Phoenix Flame

Phoenix Metal Cap Company's house magazines, ably illustrated by Elmer Jacobs, are always out-of-the-ordinary. This cover is in black, and white (which appears to be silver) on brown stock

J. BETHUNE, of Berkeley, California.—You do very good work and the card "Camp Caves" is interesting. However, the triple parallel rule band should either register horizontally with one of the lines of type to the right or with space between a pair of lines. While arrangement is good there is a most decided contrast

in shape between word "Modern" and other lines of the card of that equipment concern. What would be lost if the word were set in type of regular shape? The line would be longer but the height of type would be less, and what would be sacrificed if the line were longer? We think contour—outline of the whole—



This New York City printer's invitation to customers and prospects includes a pictorial diagram of the firm's location. In the original blotter, the illustration is black, the type red, on white

would be improved. Title page of folder "East Bay Spring Musical Festival" seems quite "choppy" because of the arrangement and discordance between type styles used. In general it could be said of this piece that it is confusing. Best item is card of Stadium Garage. The only possible criticism of it would be that the sizes of type employed are much too small.

THEODOR JUNG, of Denver, Colorado.—Composition of the Fourth Trinity on the third page of your 9½- by 12½-inch French style folder on Strathmore Text, with the bottom edges deckled, is very beautiful. It is a subject worthy of fine framing. Only other page printed is two, where the colophon appears near the bottom. Page three starts off with the word "Blessed" in calligraphic lettering (capitals) and in red, underscored with a fine rule printed in black along with the type matter which has been indented from the word "Blessed." Ordinarily, underscoring of the word in largest letters of a piece, and in color, would be subject to criticism but in this case the curse is taken off the device because the rule extends to the left of the word to the center fold. It makes an interesting, simple, and refined decorative spot. Text is in 18-point A.T.F. Goudy oldstyle, the words "are the poor in spirit" following "Blessed" in the the first line being in caps—used also for that same word beginning each sentence following, these being definitely spaced apart. Congratulations on your unusually fine craftsmanship are decidedly deserved.

LEDUC GRAPHIC ARTS, of Sudbury, Ontario, Canada.—Typographically, your items of matched stationery are excellent but in our opinion somewhat too delicate and pretty, this because of the small sizes of type used and the delicate second color. We have new "specs" on order to be delivered next week (from this writing) so maybe we should delete mention of the first fault. Even so, printing should be readable even to none-too-good eyes, for there are many whose eyes are not what they should and used to be. Furthermore, the second color of a form, while a contrast with black or the first (stronger) color, should match the tone value of the first. This is accomplished through use of heavier tones in initials or whatever is printed in the weaker second color. In tone black is stronger than any color. Yellow is weakest in that respect, being nearest to white, and blue is nearest black in tone, so, in normal value, the most ineffective contrast with black. Too often we receive items printed in black and blue which might as well have been printed in only one color, black or blue. However, as already implied, the items have style and character.

M. L. FRANKLIN COMPANY, Chicago.—The series of twelve blotters you did for Greyvan Lines—one for each month—is excellent. Outstanding features are illustrations and use of color. The former depicts modes of transportation in, shall we say, under-privileged countries? There's the one headed "It's a Problem to Move in Africa." Here the

picture shows everything except the rug or rugs loaded on an elephant. The rugs, rolled up, are held by the elephant's trunk. The heading on all is the same except for the name of the country or continent. The subhead, "But Greyvan makes moving easy in the U.S.A." is likewise always used. Here, of course, it should be mentioned that the primitive methods do not apply, for example, to Johannesburg, South Africa, as modern a city as Chicago. However, the idea is a good one, full of interest. Invariably, there's a picture of a Greyvan near the lower right-hand corner in the standard colors of the Line's trucks, blue and white. It is interesting to note, and as a suggestion to other readers, that all twelve blotters, one for each month, were lithographed on one standard size sheet blotting paper (19 by 24 inches) without waste, also that plates were made from the black and white copy employing Ben Day screens for color variations.

HULL MUNICIPAL TECHNICAL COLLEGE, of Hull, England.—The cover design is novel and striking, with the words "Year Book" in reverse color band 6 by 11½ inches, the latter the height of page. This line reads from bottom to top of page, band bleeding off. Other copy, set in sans serif, appears in horizontal lines and between rules to the right of the reverse panel, which, with type and rules, is printed in deep blue over a somewhat lighter blue, printed on white stock but bleeding off all around as if this blue were paper. Title page is ordinary, the three lines of the main group at top being very long in relation to the length of lines of three other groups which are about equal. Contour (outline of the type of the page) is therefore awkward and, so, unpleasing. Proportion and good appearance are lacking because lines are too closely spaced in relation to space between groups. Some of the specimen pages are very good, namely "Progress and Promise," "Spring is Here," and "Sunkist," the latter decidedly striking. While the text of the annual report for the session is neat and readable, about as satisfactory as such pages can be made, the title page of the section is unpleasing and unimpressive. It will be used as subject for our "Typographic Clinic" in a forthcoming issue. Watch for it. As is so often the case in the school year books from England, the presswork is superior to the typography. Illustrations used for this demonstration are decidedly commendable.

# PAPYRUS



MID-WEST PAPER SALES LIMITED, WINNIPEG

Timely actual photograph of familiar spring scene adorns May issue of Canadian paper company's house magazine. The leaves and branches are in leaf green, with balance of design printed in a rich brown on white stock

BEBOUT & DOWNS, Cleveland, Ohio.—In so far as layout is concerned, the brochure "Appraisals" is an outstanding item. However, we wish the company name on the cover were in some type which would harmonize better with the Brush and lettering of similar character used for the main line. The thick and thin type used for the name represents decided disharmony and no pleas-

ingly effective contrast. Choice of the second color for inside pages, a weak gray, is unfortunate. It is too weak both for reverse plates and lines of display, affording too little contrast with the paper to stand out effectively or furnish proper tone balance. Almost any second color would be better, even the blue-violet used for the cover, which would tie the cover and inside pages



together. This color would create only little more contrast than the gray, however. A good red-brown would be ideal for inside pages themselves but would not harmonize with the cover in blue-violet on pale blue. What is printed in black on inside pages might have been printed in the blue-violet and the second color a bright harmonizing or contrasting color like, say, rose. Another point against the piece is the extremely wide letterspacing of the display lines on inside pages set in extra condensed caps of thick and thin line type which contrasts a bit unpleasantly with the sans serif types used for other display.

JOHN WORDEMAN, Pittsburgh, Pennsylvania.—The cover for the booklet to

type, and this, in our judgment, is one. Furthermore, the big line in the Ultra Bodoni caps is letterspaced too widely. The bolder a type is the less it can stand letterspacing because the effect is made "spotty" and besides it is best to have letterspacing uniform throughout a piece. It would be a really beautiful and impressive page if the title were wholly in one style, the lines centered on each other, and the group centered over the lower type group. Agree, now?

THE WAYSIDE PRESS, Vernon, British Columbia.—You have unusual ability in handling letterhead copy in a striking, dramatic way. These items, all you submit, really stand out from the crowd. Your own, with the top part printed

lines. As for spacing between words there should be no more than enough to definitely set them apart and spacing between lines should be greater than between words of the lines. Heading of Vernon Board of Trade is also striking but the yellow second color is too weak; details are scarcely distinguishable and the color is an unpleasant hue. If it were a bit more chrome (yellow-orange) the general appearance would be much improved. In striking contrast with the others the heading for Falkland Brick, Tile and Pottery Limited, is decidedly formal yet is very attractive, but do be careful in your spacing.

SENIOR HIGH SCHOOL, of Johnstown, Pennsylvania.—As school pupil work the items you submit are commendable. Mistakes, however, are evident. A weak red for printing type on rather deep gray stock is not a satisfactory combination as you'll recognize, we are sure, if you contemplate now the cover for the "Promotion Exercises" booklet of the Garfield Junior High School. Title page of this piece is excellent. In contrast consider the cover of the high school "Commencement Exercises" program booklet (June, 1946) with design in a rather deep blue on light blue paper. This is really pleasing. Cover of 1946 "Cochran Promotion Exercises" program booklet would have been better if lower upstroke of the big "C" were the same height as depth of three lines at right "Cochran," "Promotion," and "Exercises." Line up eliminates an effect of "sloppiness." An alternative would be to have the three lines mentioned above inside the giant "C" between the top and bottom extensions on the right. As it stands the page seems somewhat disjointed. The cover of the Central school's conference program (1947) would be better if the inner panel were larger and did not crowd the type inside so closely. The point is a matter of proportion; space between type and inner panel is too small in relation to that between rules of inner and outer panels. Proportion means a pleasing inequality between parts, not too much or too little. Ratio of two to three or three to five is correct. There's a terrific difference of tone in the emblem of the teachers' association for one-color printing. The effect would be good if the heavier parts "J.T.A." were in a second and, so, weaker color. Cover of eighty-second commencement exercises is neat and attractive but lines of type are too closely spaced in relation to the space elsewhere. Here, again, proportion should rule. There is too much more space between groups than between lines of the two groups and above and below the small illustration beneath the upper group. By the same token, the spacing between lines is too small, and furthermore, the lines "Class of" and "1947" are too nearly centered between the group above and below to represent pleasing variety and proportion. Space, for you, has run out this time, but we hope that you will come again in the not-too-distant future for further suggestions.



### *Keepsake Book Beautifully Produced*

• Only sixty copies were printed of this beautiful book, "A Visit with G. B. S." by Herbert M. and Dorothy A. Evans, designed by A. R. Tommasini, and produced by the University of California Press. Shown at left is the cover, gray paper over boards, with red cloth over the hinge. Title panel is same red; words, border, and silhouette are gold-stamped. As shown, title-page is faced by photograph of the famous writer. Typography of the text is equally fine. (The book was printed for private distribution and copies are not available.)

contain address of Earl S. Miers, director of the Rutgers University Press, is highly interesting and decidedly characteristic. The only fault to be found is with the upper type group giving the title of the address, "The Printer and Publisher as Craftsmen," in four lines, three of which are flush left and the one "as" indented somewhat and centered under the first two. This is in contrast with the lower type group, all lines of which are centered, making for unpleasant outline and poor balance. With the first three lines much shorter than the fourth because of the over-emphasis of the fourth, the white space in upper left-hand corner is out of proportion with that elsewhere. Furthermore, we can't see a good reason for making the line "Craftsmen" so much more prominent than the others. There are occasions when it may be proper to make one word or line of a title stronger than others but in most cases by far it is best to have all words in the same

in black and red over an irregularly shaped panel in light gray, is of outstanding character. The idea of printing the illustration of your plant in the gray in the lower left-hand corner of the sheet connected with the background panel by a wave-line along left side of sheet is a good one. The illustration is definite and yet typed matter over it would be clear enough. Lines of type in red are too widely word- and letter-spaced and the design would be more pleasing if they were set in one of the modern sans serif types rather than the antiquated and unattractive mechanical Copperplate Gothic. Your other letterhead with same illustration in upper left-hand corner is also striking but, here again, detail of spacing is not in keeping with over-all design. There is far too much space between the words "Commercial" and "Printers" and in other lines, and too little comparatively between "B." and "C." Furthermore, there is too little between

# THE PROOFROOM

By Joseph Lasky

Author of textbook: *Proofreading and Copy-Preparation*

## TYING OR TIEING—WHICH?

Occasionally I see the word *tying* spelled *tieing*. Is there any authority for the second spelling, and do any dictionaries include it in their lists of words?

I must say, regretfully, that Merriam's *Webster* gives *tieing* as a variant of *tying*. I believe, however, that you are safe in changing the *ie* to the *y* form, based on the conjugation of this word, as follows:

*tie*, verb, present tense;  
*tied*, the past tense and past participle;  
*tying*, the present participle and verbal noun.

*Webster* remarks: "In derivatives formed from words ending in *ie*, by adding the termination *-ing*, the *e* is usually dropped, and the *i* is changed to *y*, in order to prevent two *i*'s from coming together; as *die*, *dying*; *lie*, *lying*; *tie*, *tying*; *vie*, *vying*."

May I state, however, that the above rule does *not* apply to words such as *hoeing*, *shoeing*, and *toeing*, or *dyeing*, *singeing*, and *tingeing*, where the *e* is retained preceding *ing* for reasons of pronunciation and meaning. Of course, I realize that in the case of the last six words, the analogy of changing the *ei* to a *y* is farfetched, but caution justifies their inclusion herein as exceptions.

## PROVIDED VERSUS PROVIDING

Occasionally I see the word *providing* in a sentence where I am almost certain it should be *provided*. Will you please point out the difference between these two words and where each is used correctly?

*Provided* is the past tense and past participle of the verb *provide*. Example: They were poorly *provided* with ammunition. *Providing* is a verbal adjective, and used in the following construction: "For two years they were constantly *providing* the company with additional capital."

In another sense, however, *provided* is a conjunction, synonymous with *if*, their meanings being "on condition, with the stipulation, with the understanding."

The conjunction *provided* and the verbal adjective *providing* are frequently interchanged, usually because their individual meanings are not clearly understood. Notice the correct use of the conjunction in the following sentence:

"I shall be present *provided* (not *providing*) I am in the city." In this sentence *provided* is a conjunction because a condition or a stipulation has been implied.

## DIZZY!

A blanket full of holes is a blanketful of holes, isn't it?  
Down!

## CHECKING CORRECTED LINES

How is it, especially in newspapers, we so often see the same line twice, one line good and the other bad, with a line near them missing?

In newspaper work, speed is the usual alibi (modern American misuse of "alibi"—see the dictionary). There is always danger of such error, however, and the way to meet it is to check by more than a single word at the start of the line.

## DID YOU KNOW . . .

. . . that proofreading, at one time, was regulated by law?

Books were so incorrectly printed in Spain during the sixteenth century that the authorities refused to license their publication before they had been approved by a censor appointed for that duty. He required that all faults noted by him should be corrected in an appended list of errata.

In France, proofreading received its share of attention in a number of royal decrees regulating printing and publishing. Francis I of France, in 1539, issued the following directive for the control of printing in Paris: "If the master printers are not learned enough to correct the books which they print, they are required to employ capable proofreaders, under penalty of arbitrary fine. The correctors must proofread the books with care and diligence, making their revisions in accord with classic standards. Otherwise, they will be held liable for damages incurred through errors for which they are to blame."

## PUT IT DOWN!

Where a number consists of two elements, is it correct to capitalize both in a heading or title in such items as *Fifty-Second Anniversary* and *Twenty-Third Street Association*? Should the second element in these two compound numbers be capitalized or lower-cased?

From the standpoint of punctuation, the answer is No! In the term *twenty-five*, the *five* is an integral part of the compound expression and should under no circumstances be capitalized. It is just as preposterous to capitalize the *five* in *Twenty-five* or *third* in *Forty-third* as *pass* in *By-pass*, *up* in *Close-up*, or *boiled* in *Hard-boiled*.

Now the question could logically be asked why printers perversely keep up the second element in headings. One explanation is that they are more interested in typography than in the punctuation. To them it seems that both elements of a compound figure look better capitalized. I would suggest that the proofreader, if he has some influence with the foreman or proprietor, make sure that this kind of a heading is set correctly and that he obtain the authority to lower-case the second element when it is set improperly.

Nouns and the proper adjectives forming parts of hyphenated compounds should be capitalized in a headline.

## RIGHT AS RAIN

I refer you to the article in the June number of *The Inland Printer*, page 62, "Consult Authority When in Doubt" by Edward Nelson Teall. Is the word *right* used correctly in the following three instances:

Paragraph 2: "*Right* now, and *right* here."

Paragraph 9: "Actually, few who use the dictionary use it *right*."

Paragraph 11: "To use your dictionary *right*, look out for such things . . ."

I am wondering whether *rightly* should not be used instead of *right*.

This is one of the cases where the misapprehension as to usage is caused by a general unawareness that some words are both adjectives and adverbs. When one says: "Drive *slow*" or "Move *fast*," the

words *slow* and *fast* are adverbs, and not adjectives. Analogously, the word *right*, as used in the illustration by this correspondent, is actually an adverb and is not being used as an adjective.

Hence, when my predecessor wrote: "To use your dictionary *right*, look out for such things . . ." he was using *right* as an adverb (correctly, aright) and therefore his grammar was faultless.

Referring to the phrase in paragraph 2—"Right now and right here"—there is virtually an identical example in the last line of the Webster's definition: "precisely; as, right here and right now."

The word *rightly*, however, is a pure adverb, and is correctly used, as in the following instances: "The President's wife is *rightly* called the First Lady of the land." "He cannot *rightly* say that the story is true."

One of the rich rewards accruing from a keen study of our mother tongue is the ability to discern the logical—and in some cases illogical—differences in words which may represent several parts of speech, based on the structure of the sentence and its meaning. That is why many writers speak of the "genius" of the English language.

#### ONE OR TWO PER CENT

Please advise me as to the correct method of using *per cent*. I observe it as one word, two words, and with or without the period.

My own preference is for the two-word form without the period. *Per cent* comes from the Latin term *per centum*—two separate words—and means parts or a specified number of parts in or to every hundred, whether in dollars, pounds, francs, *et cetera*.

Unfortunately, dictionaries and style books include the one-word form (*percent*) as a variable, which practice is becoming more frequent in newspapers and magazines.

While the one-word form may be tolerated, it is inexcusable to let it go both ways, in the same publication. A proofroom should have a definite style and adhere to it. It is incredible but true that hundreds of printing-offices throughout the country have no style books, with the result that uniformity in spelling, compounding, and capitalization is becoming much too conspicuous by its absence.

If you, as a proofreader, can exert any influence in the plant where you are employed, may I suggest that you recommend the two-word form, *per cent*, in conformity with good practice.

#### BEGINNING QUOTES

Should an initial letter be preceded by quotemarks when the entire sentence is a quotation?

The tendency of modern typography is to leave off the beginning quotes. The reasoning behind the practice is as follows: Typographic form takes precedence over punctuation, division of words, and some rather broad deviations from the correct literary usage.

Some typographers eliminate the hyphen at the end of a line after a syllable if placing it there interferes with the spacing of the line. Others will use an ampersand (short &) as a connective in a title if typographic necessity requires that this be done.

There are, however, some typographers who are not in accord with the practice of eliminating the quote-marks preceding an initial. The late Frederic Nelson Phillips, whose specimen book *Type Faces* was popular for a generation, always placed small-sized opening quotes out in the margin preceding the initial in order that the readability and unity of the quotation might not be impaired.

The *Manual of Style* of the University of Chicago Press has the following to say about this matter: "Omit beginning quotes before an initial letter."

Ralph W. Polk, author of *The Practice of Printing*, page 201, omits any comment about dropping the quote marks before an initial. He writes as follows:

"If quotation-marks are to be used before an initial, they should be set in the same size of type as that of the paragraph, and not of the initial. Also, they should be set in the margin, so that the initial may be set in proper alignment with the paragraph."

#### DID YOU KNOW . . .

. . . that a textbook on proofreading was written at the turn of the seventeenth century?

Jerome Hornschuch, a doctor of medicine, who worked as a proofreader in the Beyer printing-office at Meiningen, Germany, published, in 1608, a manual of more than 600 pages. This manual, an original copy of which may be examined at the New York Public Library, sets forth the basic qualifications of a proofreader and, in addition, contains specific instructions for authors, modern enough to be heeded by present-day writers.

It would be interesting to learn the preferences of typographers throughout the country concerning the use of quote-marks preceding initial letters. Let us hear from you.

#### FROM BAD TO WORSENING

In the July issue, on page 74, I find something which makes me squirm. You rewrite a newspaper heading to show how to get rid of the word *worsening*. You get rid of it, but in the process you use the word *following* as an adverb, meaning *after*. If there is any authority for such usage, I should like to know it.

The changed heading, which this correspondent refers to, reads as follows:

President Flies to Missouri  
Home Following a Turn For  
The Worse in The Condition  
Of His Aged Parent, The  
Result of a Hip Fracture

I contend that the expression *following a turn for the worse* is lucid, acceptable English. In this case, *following* is not a synonym of *after*. It means *subsequent to a turn for the worse*. As *subsequent* is an adjective, it is synonymous with and similar to the word *following*, also an adjective, that is, a verbal adjective.

If there are readers of *The Proofroom* who are in accord with my reasoning, I should be pleased to hear from them. By the same token, I should be equally pleased to obtain responses from those who disagree with me.

#### LOGOTYPE OR LIGATURE

I would like to know the difference between a *logotype* and a *ligature*. Is it correct to describe the characters *fi*, *ff*, *fl*, *ffi*, and *ffl* as logotypes? That's what I always have called them. How does the average printer or proofreader note the variation between the two terms?

A *logotype* is a mark or design on a solid base that is usually compact and indivisible. One logotype quite common today is the words *Printed in U. S. A.* enclosed in an oval. The July number of *The Inland Printer* shows a great many logotypes. For instance, there is the American Type Founders advertisement. Another one may be found on page 73, in *Punctuation with a Punch*.

The definition of a *ligature*—from the standpoint of printing or typography—is a single character consisting of two or more letters or characters which are usually modified in shape by being written with a continuous stroke or linked together. This definition applies particularly to the characters *fi*, *ff*, *fl*, and *ffi*, for they consist of two or more letters or characters written with a continuous stroke or linked



together. They may be likened to the fingers of one's hand which are joined together not unlike the foregoing characters. Other ligatures which may be included are the characters *ct*, *st*, *Qu*, and *Th*.

Of course, there are those who will take exception to the use of the term *ligature* on the grounds that *logotype* is more generally understood by printers and proofreaders. There is, however, a clear-cut distinction between these two terms, and so they should be designated properly.

#### RULE FOR COMPOUNDING

I think hyphens are lumber, an extra load, without any real value.

One rule to end all the rules for compounding is: Do it any way you like, so long as you can be SURE that what you write can be read only one way—the way you want it to be read. Clearness comes first—then consistency in style, for neatness' sake.

## Printing on Grandfather's Presses

OLD TIME typos up in Minnesota whose names end in -son or -kvist will never bore you when they tell about a marvelous shop in Stockholm's famous open-air museum, the Skansen. Their eyes will sparkle and their voices will become eager when they begin to talk about the Officina Typographica, a carefully preserved early nineteenth century print shop maintained as a living monument to the history of the craft.

Not only the types and presses but even such minutiae as ink-balls and illumination facilities within the shop are authentic relics of the Swedish print shop of a cen-

#### PLURALS AND POSSESSIVES

How is the plural formed in surnames? Also, how do you indicate the possessive? For instance, if I say the *Hendersons* have gone on their vacation, must I use the apostrophe, as the *Henderson's*? How can I show the possessive form correctly? Which is right: the *Jones'* have moved away, or the *Joneses*?

Ordinarily, a plural is formed by adding *s*; hence, if the name is *Henderson*, *Brown*, or *Smith*, its plural is indicated by the addition of *s* only. If you remark that the *Browns*, the *Hendersons*, or the *Smiths* have gone on their vacation, what you really mean is a number of persons comprising a family.

If you write that the *Henderson's* house was sold last week, the singular possessive should be changed to plural possessive, the *Hendersons'* house, because what is meant is a number of persons named *Henderson*. However, it is correct to say the *Henderson* house, no *s* and no

apostrophe, because in this case *Henderson* takes on the function of a proper adjective.

Should a proper name end in *s*, like *Jones* or *Williams*, the plural is formed by adding *es*, as the *Joneses* are coming tomorrow. Some authors write the *Jones'* are coming tomorrow, meaning, of course, the *Jones'* family. This phrase is incorrect, as can be proved by analogy. One would not say the *Henderson's* (the singular possessive) family, but rather the *Henderson* family (no possessive). As *Jones* is also singular possessive, the use of the apostrophe is just as wrong after the *s*, *Jones'*, as it is in preceding the *s* in *Henderson's*.

To summarize, the plural of a family name not ending in *s*, *x*, or *z*, is formed by adding *s*. Names such as *Bridges*, *Lenz*, and *Fox* are pluralized by adding *es*. Good form demands that the plural possessive be used, as the *Foxes'* property, the *Lenzes'* possessions, the *Hendersons'* farm, or the adjectival equivalents, the *Fox* property, the *Lenz* possessions, or the *Henderson* farm.

#### NEAR BY OR NEARBY

In my work, I run across *nearby* (one word) almost as often as I do *near by* (two words). Which is the preferred form and why?

*Near by* (two words) is an adverbial phrase, synonymous with *close by*. It seems to me that it is just as absurd to write, "He lives *nearby*" as "lives *closeby*." But the irony of it is that *nearby* is used quite frequently and, as a result, the one-word form has crept into popular usage.

As an adjective, however, it is permissible to write, "He lives in a *nearby* (one word) town," "in a *near-by* (hyphenated) town."

I would suggest that *near by* (two words) be used adverbially, and *nearby* (one word) as an adjective.

#### HYPHENS FOR CLARITY

Seems to me the person who wrote this never did "meet Mr. Hyphen," to say nothing of putting him in his place.

"This" ran as follows: "... to visualize three dimensional objects from two dimensional drawings." No, it does not mean three objects and two drawings. You guessed it; it does mean some objects that are three-dimensional, drawings that are two-dimensional.

#### TO BURLESQUE

How do you divide "burlesquing"?

Webster says "bur-les-quin'g." If space made "bur-lesqu-ing" practically imperative, I don't think it would be impossible.

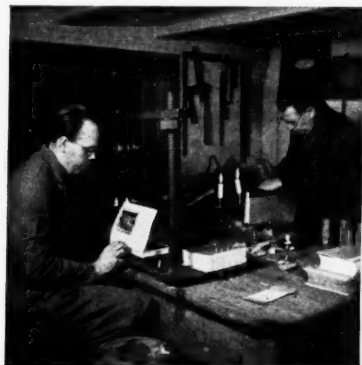
considered fashionable in 1847, all in preparation for setting the presses of the Officina Typographica in motion again. The occasion was setting up a translation by Dr. Carl Bjoerkbom, librarian of Stock-



holm's Royal Technical University, of a selection from Balzac's *Illusions Perdues* ("Lost Illusions") describing a French provincial print shop from the early nineteenth century. The very types which were being used daily in Sweden at the time Balzac was composing his masterpiece were employed to print this modern Swedish translation.

Needless to say, the result is typical of the fine craftsmanship that was the rule when the equipment of the Officina Typographica was new. Composition, presswork, and paper (a special variety from Lessebo) set standards rarely equaled today except by a few private presses.

—Lawrence S. Thompson,  
Kalamazoo, Michigan



tury ago. And you need never worry about dust gathering on this fine old equipment, for every now and then the old presses start moving again to produce some especially fine piece of printing.

Last March the members of Stockholm's Typografiska Gillet (Typographical Brotherhood) donned aprons cut to old patterns, excavated some old-fashioned skull caps, and let their sideburns grow to the length

# Plant Layout for Efficient Operation

By Harry Burgess Hillman

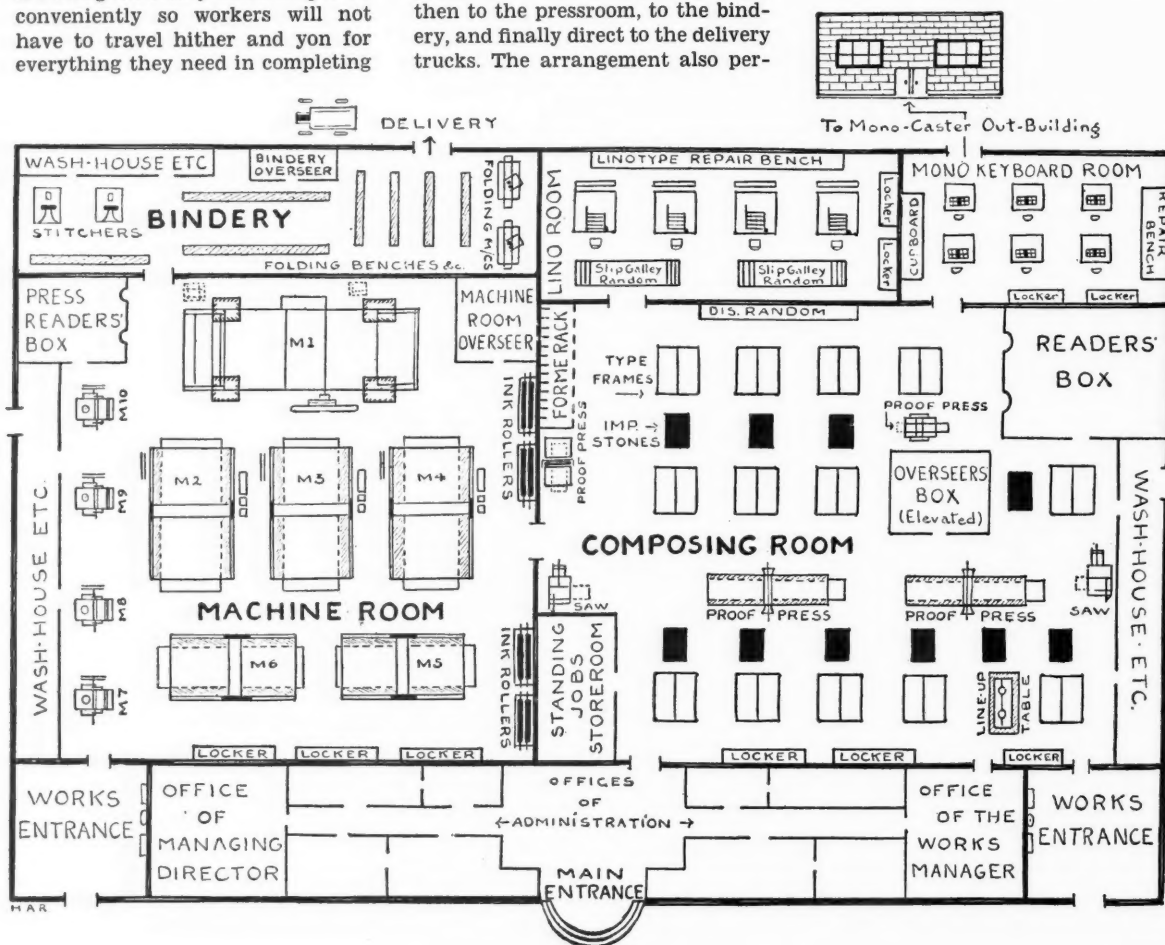
● PLANNING an efficient layout for a printing plant involves a number of features that must be considered. Chief among these is arranging the available space so work will flow through in logical order, from one section or department to the other, to avoid loss of time through backtracking. Another important point is having necessary material placed conveniently so workers will not have to travel hither and yon for everything they need in completing

much-needed modern equipment; the layout must be studied and a workable plan evolved.

In showing his plan for a one-floor layout, Mr. Rose calls attention to the fact that work can proceed through the plant systematically and progressively, work going from the office to the composing room, then to the pressroom, to the bindery, and finally direct to the delivery trucks. The arrangement also per-

Mr. Rose gives the following summary of what goes toward achieving the ideal printing plant layout:

1. That the floor plant receives maximum daylight, free from glare.
2. That there is a well-ventilated atmosphere.
3. Smooth-flowing production derived from modern equipment and



their work. Worthwhile savings may be achieved through this angle.

In discussing this subject in a recent issue of *The British Printer*, Herbert A. Rose presents the accompanying suggested layout for a plant all on one floor. He states that "modern planning, with up-to-date equipment suitable to the work undertaken in a plant, sees a marked step towards economic handling of work, and a saving of time." He also says that it is not enough to install

mits the desired close contact between the departments.

It will be noticed that the linotype and monotype rooms are located just off the composing room, at one side, with the makeup frames and imposing stones conveniently placed next to them. A somewhat novel idea, and undoubtedly a good one, is having the casters in a separate building. This avoids any possibility of fumes from molten metal spreading through the work rooms.

unobstructed areas having ample working space.

4. Practical facilities for receiving and dispatch.
5. Close cooperation with annexed departments.
6. Reorganization easily effected if seen advisable.
7. A modern plant modeled and supervised to encourage and attract business, especially one which will make a good impression during its open-house days.

# The Month's News

Section devoted to timely items concerning men and events associated with printing. Copy must reach editor by twentieth of month preceding date of issue

## PAPER MANUFACTURER REPORTS

John E. Alexander, the president and general manager of Nekoosa-Edwards Paper Company, Port Edwards, Wisconsin, has issued his annual report to stockholders covering all phases of the company's operations, with the sales and profits at high levels.

One great change commented on by President Alexander is that the ratio of manufactured goods has changed since 1935 at which time the company's output of paper was 10 per cent fine paper and 90 per cent the wrapping grades, whereas in 1947 the output will be 50 per cent of fine papers, and 50 per cent wrapping papers.

A distinctive advantage of the company is that it owns and controls its own supply of water, Nepco Lake.

"The requirements of pure water from our Nepco Lake property have steadily increased due primarily to the development and further production of our better grade of paper, demanding higher quality and better color," said Mr. Alexander.

Expansion of the mill's manufacturing capacity has been retarded by slow deliveries of machinery and equipment. Its new building construction program will be completed by Fall. Sales during 1947 will show an increase of 6,000 tons, mostly in watermarked papers.

"The coordinated advertising program is playing an important part in building up its national consumer acceptance for these grades and the substantial increases set up for advertising expenditures each year are playing a very important part in the over-all merchandising program," reported Mr. Alexander.

He also reported that working capital had been increased during the first six months of this year by \$872,000, bringing the total to \$6,861,000, "more than ample for present needs."

## SALES MANAGERS TRANSFERRED

C. C. Kohler, for eighteen years mid-west sales manager of Miller Printing Machinery Company, with headquarters in Chicago, has been transferred to the San Francisco office as Pacific Coast manager.

C. D. Lackore, for six years Pacific Coast manager of the company, has been appointed midwest manager with headquarters in Chicago.

Frank G. Betlock, who had covered the northwest territory for the company, has been named the sales representative in the St. Louis area.

## MOVES INTO NEW BUILDING

Pacific Press, Incorporated, is now located in its new building in Los Angeles, California. Its operations embrace publication work, including the western editions of both *Time* and *Life*; general commercial printing, by offset and letterpress; binding, mailing, photoengraving, electrotyping, typography.

The structure is located on a fifteen-acre tract and it covers approximately five acres. The building has about 230,000 square feet. It is single-story except for a second floor office area. Employment in the new building will total approximately 1,100 persons.

Not entirely complete, the building will cost over two million dollars, with the new equipment to add another four million dollar expenditure.

The plant has a cafeteria that can handle 250 persons at one time and it is to be operated twenty-four hours a day, seven days a week, the schedule of the plant.

Additions are being made to the extensive staff of Pacific Press. Vernon Nelson has been appointed head of the estimating department. Mr. Nelson was formerly with R. R. Donnelley & Sons and the John Maher Printing Company, both of Chicago.

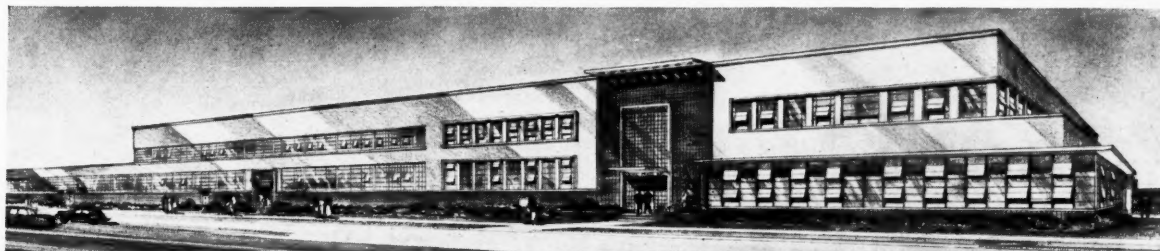
## MARSHALL FIELD BUYS NEWSPAPER

Marshall Field III, publisher of the *Chicago Sun*, has purchased more than 65,500 shares of stock of the *Chicago Times* at a reported \$60 a share, which had been owned by 488 persons including all the executives and many of the other employees. In taking over the *Times*, a tabloid afternoon newspaper, Mr. Field announced that he would change over the *Sun*, now a standard-size morning newspaper, to the tabloid size. He will then print both newspapers on presses owned by the *Times*.

Mr. Field had previously purchased two sites on which he had announced at different times that he planned to erect buildings and to install equipment to print the *Sun*. The first such announcement was made two years ago. The estimate for the project at the time was about \$6,000,000. More recently, just before he started to negotiate for the purchase of the *Times*, Mr. Field purchased a site along the Chicago River upon which he said he would erect the newspaper building. No announcement concerning future construction has been made in connection with the deal by which Mr. Field has acquired the *Times*. The lease on the property now utilized by the *Times* has about four or five years more to run.

## ISSUES QUIZ BOOK

Kimberly-Clark Corporation, Neenah, Wisconsin, has issued a quiz booklet containing twenty-four questions concerning meanings of terms used in the graphic arts. Each of the questions is illustrated with a four-color picture which gives a hint about the subject under consideration. The material for the quiz book has been taken from the current advertising campaign entitled "Test Your Word Knowledge of Paper and Printing," now being used by the company in trade publications.



The new building in which Pacific Press, Los Angeles, is now housed covers five acres of its fifteen-acre tract. Eleven hundred persons will be employed there and the plant will operate twenty-four hours daily, seven days a week. Western editions of *Time* and *Life* are printed by Pacific Press



### COMPLETE THREE NEW PRESSES

Three new presses which operate at speeds of 10,000 to 12,000 cylinder revolutions an hour have been announced by the Weberdorfer Division of American Type Founders, Incorporated, at Mount Vernon, New York.

A four-color offset press, with 30- by 40-inch web, designed to print book jackets, gift wraps, and box wraps, will run four colors on one side of the web, or two colors on both sides. It can be adjusted to deliver its products in sheets or in rolls. It has four offset units, a roll stand, flat sheet delivery, and a rewinder.

Another press is a combination web-offset and rubber-plate machine for printing business forms in rolls or zig-zag folds on a 30-inch web from a cylinder 22 inches in circumference. It consists of one offset unit, two rubber plate units, one numbering unit, three punching units, one cross perforator, one vertical perforator and slitter, one zig-zag folder, and one rewind unit.

The other press is a two-unit vertical web type, designed for newspapers, producing an eight-page standard newspaper or a 16-page tabloid size paper, or it may be used for a 32-page magazine in one color. Printing is on a 35-inch web from a 22 $\frac{3}{4}$ -inch cylinder. It will print two colors on each side of a single web.

### ANNOUNCES INCREASED PROFIT

Intertype Corporation, Brooklyn, New York, has issued its statement of operations for the three months ended June 30, showing net earnings of \$179,286.99. For the same period a year ago the net earnings were \$82,900.14. Net earnings for the six-month period of the present year were \$382,927.96, compared with the earnings for the corresponding period a year ago of \$167,384.22.

### DESCRIBES AUTOMATIC QUADDING

Intertype Corporation has issued a new booklet concerning the automatic centering and quadding attachments on Intertype machines. Copies of the booklet are available upon request from the Intertype Corporation or from any of the branch offices.

### WANT TO ELIMINATE WASTE

How to eliminate waste in producing printed advertising, discussed at three meetings of the Dayton Advertising Club, Dayton, Ohio, has been printed in a folder and circulated among members. W. H. Highmiller, chairman of the exhibition committee of the club, said that the idea of publicizing results was that "the other organizations might be informed of the value of producing a similar type of mailing during these days of high production costs."

Here are some of the ideas expressed: "A get-together of printer, engraver, and the art director to plan the most economical production will save money and misunderstanding later."

"Generally speaking, copy to be used for an advertisement should be written to fit a layout, or the layout should be

built around the copy. Either method can be made to work economically."

Specific suggestions were made how advertising men should handle design, the art preparation, copy preparation, paper stock, proofs, dummy, matching colors, schedules, and holding press.

### WANT RECRUITS FOR GUARD

More than 100,000 men have been recruited for the reorganized National Guard which is designed to become twice its prewar size, so publicity releases issued by the National Guard Bureau of the War Department indicate. All magazine publishers have been requested to aid in the recruiting drive being conducted by the U. S. Army by referring to the need for the Civilian-Soldier organization, and the fact that September 16 has been designated as National Guard Day by proclamation of President Truman.

### STARTS BONUS INCENTIVE PLAN

Employees of the Michigan Typesetting Company, Detroit, will share in the profits of the concern on a basis explained to them at a meeting held August 23. The plan is retroactive to May 1, and the first quarterly bonus checks were distributed to the 110 employees at the meeting. In addition to the quarterly bonus, other payments will be made on a point system dependent upon efficiency of the workers and quality of work produced.

The firm employs members of two labor unions, the Detroit Typographical Union and also the Detroit Teamsters Union.

### ADVANCED TO VICE-PRESIDENCY

C. W. Harrold has been named vice-president in charge of engineering and development of Harris-Seybold Company, Cleveland, so A. Stull Harris, president of the company, has recently announced. Mr. Harrold has been with the company for more than forty years, having joined the staff in 1906. He has served as the chief engineer of the Harris division in Cleveland since 1919 and is credited with the design of the first modern type two-color offset press in 1920. In 1931, Mr. Harrold, working with Mr. Harris, developed the first four-color offset press. Now working together, they are both intensifying and co-ordinating all engineering, product development, and technical research activities.

### OPENS NEW YORK OFFICE

The Virkotype Corporation, formerly known as Wood, Nathan & Virkus Company, has opened a New York office where newly designed machines will be exhibited and a service department maintained. Until 1942, the company maintained its manufacturing plant and sales office in New York but moved to Racine, Wisconsin, to manufacture propeller parts for war purposes. In 1945, the company reconverted its plant for the manufacture of its raised printing equipment. Both the factory and home office will remain in Racine.



★ More than any other one man in the industry, James F. Newcomb is responsible for Printing Industry of America, Incorporated, the revitalized national printing association. Chairman of the Joint Committee on Government Relations of the Commercial Printing Industry during the war, Mr. Newcomb in 1945 was instrumental in merging that group with the old United Typothetae of America to form the present enlarged and progressive PIA. A keen student of government relations, labor, and tax policies, he has given unstintingly of his time and energy in protecting and furthering the interests of his fellow printers.

★ Mr. Newcomb is president of the James F. Newcomb Company, Incorporated, New York City. His company has been printer for the Bell Telephone System since 1920. Born in Cape Cod, Massachusetts, descendant of a family which for eight generations followed the sea, Mr. Newcomb at twelve years of age arrived in New York as cabin boy on a coal schooner. His first job was with a printer, and he has been in the printing business ever since.

### OBSERVES 70TH ANNIVERSARY

Formal opening of the enlarged offices and plant of the Crowell-Collier Publishing Company during this month at Springfield, Ohio, marks the celebration of the seventieth anniversary of the original company founded in 1877 by John S. Crowell, whose first magazine was *Farm and Fireside*.

Visitors at the plant are being presented with a booklet prepared for the opening of the plant in which the history of the organization and the facts about current business are given. The booklet is attractively illustrated.

With the new expansion, the Springfield plant covers a city block with floor space of 917,000 square feet. Printing facilities are such that a million magazines are printed daily. Twenty-seven hundred persons are employed and the wages paid to them aggregate \$160,000 weekly, or \$8,300,000 annually.

Production of the plant, according to its schedule, includes 2,975,000 copies of *Colliers* every week; 3,815,000 copies of the *Woman's Home Companion* every month, besides 2,585,000 copies of *American Magazine* every month. To achieve these results the plant uses annually, 85,000 tons of paper; 5,500 tons of ink; 160,000,000 gallons of water; 25,000,000 cubic feet of gas; 23,000 tons of coal; and also 13,000,000 kilowatt hours of electricity.

To bring required materials into the plant calls for the use of 200 freight cars every month. To take finished magazines out of the plant requires 130 freight cars a month plus an average of 120,000 United States Post Office mail bags.

### PRINTERS USE DISPLAY SPACE

Printers of Charlotte, North Carolina, used a page display advertisement in a special issue of *The Charlotte News*, on July 29, to tell about their combined facilities to render whatever service is required. The promotion project was handled by the local trade association, Printing Industry of Charlotte, Incorporated, of which S. C. Ligon is now the president.

"For each link in the long chain of service, from the inception of the idea to the delivery of the finished work, Charlotte offers a large group of highly trained specialists," reads one part of the illustrated advertisement. "Whatever service is required for your job, the skilled men and modern equipment are at your command in this printing center of the Piedmont Carolinas."

A number of the individual printing firms in the area also used display advertising spaces to tell of their service and achievements. In a feature article on the subject of printing, a staff writer of the newspaper included the following paragraph:

"Printing is the only industry whose products are used by every other industry. In fact, the success of nearly every business and almost every effort depends largely upon the intelligent use of printing. Every printed piece fulfills some specific human need, and by distributing knowledge and creating a de-

sire for products, printing leads all the other sources in establishing prosperity and economic stability. The printing craftsmen who, through any of their required skills, aid in presenting attractively, 'human knowledge on paper' fulfill one of the most important needs of civilization."

### PROMOTED TO PRESIDENCY

Harry Walter Knoll, the former vice-president of H. B. Rouse and Company, Chicago, has been advanced to the presidency of the company to succeed his father, the late William J. Knoll. W. A. Sittig is chairman of the board of directors besides being secretary and general manager of the company. Mrs. Rouse, widow of the founder, is vice-president and treasurer.



HARRY WALTER KNOLL

The new president of the company has been connected with the company for many years, having been in the sales department. He is a member of the Printers Supplymen's Guild of Chicago and of the Chicago Club of Printing House Craftsmen.

The company was organized by H. B. Rouse in 1899 and has been engaged in the manufacture of small tools and machines for the printing industry. Recently, a new machine tool division has been organized to produce hand milling machines and fixtures for the metal working industry.

### NAMED ATF COMPTROLLER

Percy W. Noble, for a number of years a business consultant, has been appointed comptroller of ATF Incorporated, which is the parent company of six subsidiaries including manufacturing and sales units. Mr. Noble has been associated with a number of corporations during his business career, and most recently was a participating manager of Booz, Allen, and Hamilton, business consultants.

### ARRANGE COOPERATIVE PLAN

Arrangements have been made by Walter Scott and Company, Plainfield, New Jersey, the manufacturer of rotary newspaper and other large printing presses, with Vickers-Armstrongs Limited, London, England, by which the Scott presses can be manufactured and sold by the English firm for markets in Europe, parts of Asia, Australia, and New Zealand.

David J. Scott, president of the Walter Scott organization, said that these markets have been closed to the American firm because of currency restrictions, tariffs, and the other competitive barriers, but will be open under the cooperative arrangement. The presses will be marketed under the trade name of Scott-Vickers, and will include the latest designs of the high-speed presses such as have been installed in leading newspaper plants in this country.

Members of Vickers-Armstrongs engineering and manufacturing staffs are now in the Scott factories at Plainfield to become familiar with the details of manufacturing the presses, and later some of the Scott personnel will go to the Elswick Works of Vickers-Armstrongs to supervise the manufacture and the assembly of the Scott-Vickers presses to be used in British areas. It is expected by both the American and British managements of the contracting parties that their united efforts will establish a market that will be mutually profitable.

Mr. Scott stated in his announcement that the agreement to cooperate also calls for the exchange of ideas in research and engineering activities of the two organizations.

### TO DISPLAY WILLARD PRESS

Visitors at the forthcoming convention to be held at Detroit by the National Photo-Lithographers Association will have an opportunity to see a Willard 22 by 34 single-color offset press and to talk to its inventor, William Gegenheimer, who, with other executives of the company, will be in attendance. The place is Book-Cadillac Hotel, and the dates are from October 22 to 25. The press is manufactured by the printing machinery division of the Electric Boat Company. Stuart E. Arnett, the general sales manager of the printing machinery division, will be in charge of the exhibition.

### RETURNS TO INK BUSINESS

Lewis W. Thomas, who has been engaged in work for the United States Government in connection with the machinery section of the printing and publication division, Civilian Production Administration, has returned to Sleight Metallic Ink Company as manager of the Washington office. He is active in several printers' groups.

### BECOMES AMA OFFICER

George S. Dively, vice-president and general manager of the Harris-Seybold Company, Cleveland, has been elected a vice-president of the American Management Association.

## MALCOLM MCCORQUODALE DISCUSSES FUTURE PRINTING TRENDS BEFORE BRITISH PRINTERS

● AMERICAN printers have advanced farther in the reproduction of color photography than the British printers, according to the Right Honorable Malcolm McCorquodale, who gave an address recently before the annual convention of the Joint Industrial Council. His talk on future trends in the development of the printing industry was reported in the July 25 issue of *British and Colonial Printer*.

"I am particularly impressed with the demand for color," said Mr. McCorquodale. "We have been living, and are indeed still living, very drab lives and anything that can introduce color is of great psychological value. I am sure, therefore, that when advertising and packaging get going again, their first demand will be for more and more color. That section of the industry which is going ahead the fastest on the question of color is, of course, the photolitho world, especially with the use of color photography in all its forms. Here the Americans have, for various reasons, made much progress and I feel have much to teach us."

In the letterpress field of operation, the speaker predicted that there will be a development of the small rotary presses built on a unit basis. Continuing, he said:

"Letterpress printing by the flatbed presses has not made the strides during the last thirty years that it should have done. I think and hope that the next step forward will be in the letterpress section of the trade. Directly the chemists have solved the problem of a non-explosive, really quick-drying ink (and they are well on their way to a solution) then I hope our letterpress printing machinery designers will jump to the opportunity this will afford them of giving us machines, maybe rotaries or sheet-fed rotaries, which will combine really high speeds with the finest printing qualities. This will be necessary if letterpress is to live and keep its place."

Mr. McCorquodale commented on the shortage of female labor in the printing industry which he said the Ministry of Labor has estimated would be permanent on an over-all basis. In view of this condition, the speaker indicated that the printing industry must develop more labor-saving machines to do the work formerly done, or being done, by women. He also deplored the shortage of compositors in the industry, eased somewhat by reason of the limitations placed on the newspapers which cannot use their full complement of compositors, thus giving commercial printers more men. He remarked that "if the daily newspapers were provided with all the newspaper that they would like, the shortage of compositors would become literally intolerable."

The office printing unit came in for several observations by the speaker in his address before the printers, as the following:

"I am particularly concerned at the growth and the extension of the office printing unit. The compositor here is replaced by the typist, and the machine or lithographic minder is replaced by the girl on the Multilith. I am sure that none of us in this country wishes to see this develop more than we can help. We must all be delighted, therefore, that the Joint Industrial Council

is considering this whole question of the supply of skilled labor to the entire industry."

Mr. McCorquodale then concluded his speech by saying that it is useful from many points of view for a firm "from time to time to have a 'gamble' on new processes, new inventions, and the like."

"Apart from any practical success attained," he said, "the very fact of working on something new tends to liven up management and staff concerned, and also gives a valuable talking point to the salesman, enlivening his otherwise dull routine of calls."

## EDUCATOR STRESSES NECESSITY OF PROGRAM OF TRAINING FOR GRAPHIC ARTS EXECUTIVES

● NEED OF a program of professional training for the graphic arts industry is stressed in a book prepared and privately printed by C. A. McMillan, who has a degree of doctor of education and is coordinator of Central Trade School Printing Department of Oakland Public Schools, Oakland, California.

In the hundred printed pages of the monograph, Mr. McMillan has presented statistics showing the importance of the graphic arts in our scheme of living; the variety of skilled persons required in production departments; problems as stated by leaders and associations in the industry; and educational needs of the salaried personnel of the industry for whom the "training opportunities have been unusually limited." To obtain much of the material

in the book, the author sent questionnaires to top executives in the graphic arts, to graduates of Carnegie School of Printing, to advertising executives, and to educators.

In his summary, Mr. McMillan said that "though the training programs for the production workers in the industry have been responsible for maintaining the highest skilled working force in any of the leading industries, the organized training for the salaried personnel—the 'front-office' staff—and the executives of the industry has lagged far behind that available for similar workers in the other industries." He also said that the "ratio of executives to wage earners is unusually high in this industry and, consequently, its most pressing educational need is for many more and much better training programs for these leaders, potential and actual."

On the basis of his investigations McMillan argues that there is need for a program of professional training for the graphic arts industry on the Pacific Coast, and that a university experienced in professional training should establish such a program. He suggests further that the program of professional training should be organized in a department of graphic arts with correlated courses of study being given in their respective departments. Continuing, he said:

"The program of professional training for the graphic arts industry should meet the needs of the industry and of the students in the areas of: (1) General culture education; (2) Technical understanding of the entire field of graphic arts; (3) Related scientific and technical knowledge; (4) Production executive training in the graphic arts field; and (5) Business executive training in the graphic arts field."

Concluding his recommendations, the author has suggested: "The program of professional training for the graphic arts industry should be established in a center of graphic arts industrial establishments and in an educational institution with outstanding resources and experience for professional training, namely, that such training for executives be offered in the San Francisco Bay area, and in the University of California at Berkeley."

## ANSWERS

### It's a Quiz

Here are the answers to the quiz on page 50. How well did you remember the information which you have read from time to time in previous issues of this magazine or have seen elsewhere?

1. Medium weight faces with no serifs or short, blunt serifs, no thin strokes, no little loops. Trouble might be had with small sizes. Fill-ups are often present and certain letter combinations (ee and oo) sometimes run together in sizes below nine point.
2. b; or 116.
3. Yes. The catalog of the "Books by Offset Lithography" exhibit in New York was so produced in May, 1947.
4. Four-color process takes a 15 degree angle rotation for each plate.
5. c; or Brevier.
6. d; or Goudy Bold by Benton; and f, or Lydian by Chappell.
7. The watermark will read from left to right on the felt side.
8. False. The reverse is true.
9. One-quarter inch.

By R. Randolph Karch



#### EXHIBIT FAST OFFSET PRESS

Following the nine-day fourth annual Southern California Industrial Exposition in the Pan-Pacific Auditorium, Los Angeles, from August 16 to 25, the Hoe web offset job press, with speeds from 10,000 to 30,000 lithographic impressions an hour, was moved to the plant of the company which exhibited it, the Aldine Printing Company, Los Angeles. At the exposition, George Carnegie, assistant manager of the offset press division of R. Hoe & Company, New York, was in charge of the operation of the press, with members of the staff of the Aldine Printing Company in attendance.

The machine, termed by the Hoe organization as the "world's fastest offset printing press," is designed for running letterheads, business forms, inserts, and the other small job work requiring one color on one side of the finished sheet. Paper from rolls, fed into the machine, may be as wide as fourteen inches, at speeds up to 30,000 an hour, with a fixed cut-off of eight and one-half inches.

#### ISSUES ART CALENDAR

Lithographed calendars for the second half of 1947 and for the first six months of 1948 have been distributed by Harris-Seybold Company with another picture of a series of eight historical subjects by artist T. M. Cleland who began his work for the firm in producing the calendar of 1940-'41. The picture of the current calendar, like those of previous issues of the series, was designed for reproduction in four-color offset. Copies of the calendar may be obtained from the Harris-Seybold Company, Cleveland 5.

#### ORGANIZE NEW CLUB

A new Printing House Craftsmen's club has been organized in Tulsa, Oklahoma, through the activities of Jack Taylor, of Tulsa Paper Company. Stewart Braznell, of St. Louis, the eighth district representative, presented the charter, and Walter F. Schultz, Dallas, a former president of the International Association of Printing House Craftsmen, was speaker of the evening. Bob Brown, of Morgan Engraving Company, was named chairman.

#### ATF REDUCES BACKLOG

Improvement in the manufacture of repair parts for machines made by the American Type Founders is being reported. The raw materials are becoming more available at higher prices. Back orders have been reduced by the company to 2,000, which call for 5,000 separate items. Last March the back orders were 4,000 and number of items called for aggregated about 10,000.

#### P. J. KUHN RETIRES

Retirement of Philip J. Kuhn as secretary-treasurer of J. W. Clement Company, Buffalo, after twenty-seven years of service, has been announced. His duties have been assumed by other officers of the company, President John D. Taylor also becoming the treasurer, and William D. Roesser, vice-president, assuming responsibility as secretary.

## Current News and The Bible

BY DEACON  
CLEARLIGHT

THE DOCTRINE of work is basic, according to God's operation of the world in which He has ordained that seedtime, harvest, and seasons shall not cease "while the earth remaineth." (See *Genesis 8:22*.)

Here are other passages of Scripture to consider:

"In the sweat of thy face shalt thou eat bread, till thou return unto the ground, for out of it wast thou taken; for dust thou art, and unto dust shalt thou return." (*Genesis 3:19. The Jewish Version.*)

"Use your endeavor to be quiet, and that you do your own business, and work with your own hands . . . and that you walk honestly towards them that are without: and that you want nothing of any man's." (*1 Thessalonians 4:11. Catholic Version.*)

"If any would not work, neither should he eat. For we hear that there are some which walk among you disorderly, working not at all, but are busybodies. Now them that are such we command and exhort by our Lord Jesus Christ, that with quietness they work, and eat their own bread." (*II Thessalonians 3:10-12. Protestant Version.*)

#### WORTHEN E. BRAWN

Worthen E. Brawn, president of the Technical Association of the Pulp and Paper Industry, and general superintendent of Pejepscot Paper Company, Brunswick, Maine, died of a heart attack while enroute to England on the Queen Elizabeth, on July 17. He had planned to attend the summer meeting of the Swedish Pulp and Paper Engineers Association at Copenhagen, Denmark, and had also planned, while overseas, to visit the paper mills both in England and Finland. He was 54 years of age.

#### CHANGES CAPITAL STRUCTURE

Hamilton Manufacturing Company, Two Rivers, Wisconsin, retired 100,000 preferential shares from cash proceeds obtained by the sale of 100,000 shares of common stock and from the use of other funds. This deal increases the common stock issued to the full 400,000 shares authorized with a par value of \$5.00. A 50 cents a share dividend for the period from January 1 to June 30 was declared. W. C. Dickson, vice-president in charge of finance, announced that common dividend payments are not yet on a regular basis, and that the management is working out plans to place them on a quarterly basis.

#### PORTLAND FIRM BUYS BUILDING

The Kilham Stationery & Printing Company, Portland, Oregon, of which James S. Ball is president, recently purchased a building. This structure is to be extensively remodeled as a printing plant, to be ready for occupancy by the end of the year.

#### ISSUE BOOKLET ON INKS

Selection and application of colored inks to printing of packages are described and illustrated in a small booklet contained in a package titled "A Guide to Printing Inks for Packages," copies of which may be obtained from the International Printing Ink division of Interchemical Corporation. The "packages" were produced primarily for this year's packaging conference in Philadelphia, but enough extra copies were made to supply printers who request them.

#### SURVEY FINDS HIDDEN PRINTING

Results of a survey undertaken by the Joint Congressional Committee on Printing in cooperation with the Bureau of the Budget disclosed that the United States Government, through thirty-two governmental departments and agencies, now operates 133 printing plants in addition to 256 duplicating plants in forty-one states, and that the reported annual value of the products aggregates \$26,680,000.

The purpose of the survey, which was instigated by the Printing Industry of America, Incorporated, was to determine how much "hidden printing" was now being done by the governmental departments and agencies outside of the Government Printing Office which is directly controlled by the Joint Congressional Committee. The disclosures were publicized at a recent dinner of the executive committee of the PIA in honor of the joint committee at Washington, D.C. Recommendations made by the printers' group to be considered by the Joint Congressional Committee include the following:

Authorization of representatives of the GPO and the Bureau of Budget to inspect plants in concentrated areas to determine whether they meet practical requirements; that the Joint Committee on Printing refer all the future requests for plants and major changes in present plants to the GPO and the Bureau of Budget for recommendations; that regulations be issued requiring all printing and duplicating plants be approved by the Joint Committee; that annual reports be submitted by all the plants in order that current conditions may be analyzed; and that there be annual recommendations from the GPO and the Bureau of Budget for revision of regulations of the Joint Committee in order "to keep pace with the technological improvements and varying conditions."

President James F. Newcomb of PIA, commenting on the results thus far achieved concerning "hidden printing" by governmental agencies not now under control of the Joint Congressional Committee, said that a substantial reduction of volume has been reported and that some cancellation of plans for expansion of plants has been made by departments and agencies. A. E. Giegengack, Public Printer of the United States, who attended the dinner, said that he endorsed the PIA program concerning "hidden printing" except in a few minor details.

#### ISSUES BOOKLET ON READABILITY

Results of the research in readability made by Mergenthaler Linotype Company have been printed in a booklet, copies of which are available for the asking. The foreword reflects the contents by saying that it is "a brief discussion of the principles in the designing and the uses of type that make it easier to read, and of methods for their measurement."

The subject matter is based on research work done recently by Dr. Matthew Luckiesh and on the sixty years' experience of the firm in type design and matrix manufacture.

#### REPRODUCE GOUDY TYPES

Specimens of eleven type faces, termed the "lost Goudy types," have been reproduced on sheets of antique paper by the Eastern Corporation, paper manufacturer, and copies are being sent out to printers, lithographers, and buyers of printing. The specimen sheet was designed by Howard Ooggeshall, of Utica, New York, from types that Frederic W. Goudy had saved from the fire which destroyed the Goudy shop in 1939. It is believed by the distributors that the specimen sheets will be treasured by those who collect Goudy items.

#### INSTALL LARGE PRESS

Ten new newspaper press units have been installed in the plant of *Christian Science Monitor*, Boston, making a line 100 feet long and filling a space 12 feet wide and 16 feet high. The press units were designed and manufactured by R. Hoe & Company. The new equipment may be used as two separate 5-unit presses which together are capable of printing 40-page papers at the rate of 120,000 an hour. Color printing facilities are included in each of the units, permitting a wide range of color possibilities, so Joseph L. Auer, president of R. Hoe & Company, announced.

## NATION'S PRINTING INDUSTRY TO HAVE EYE ON DISCUSSION OF VITAL PROBLEMS AT PRINTING INDUSTRY OF AMERICA CONVENTION

● ATTENTION of the entire graphic arts industry in this country will be focused on the convention of the Printing Industry of America, Incorporated, to be held at French Lick Springs, Indiana, September 22 to 25. It is called the sixty-first annual convention by reason of the PIA being a reorganization of the United Typothetae of America, organized in 1887.

All phases of the printing business will be discussed from the viewpoints of governmental, financial, and operational conditions. Special and regular committees will submit the reports with respect to employee-management relations, paper demand and production, new processes of production of printing, development of machines, sales methods of successful establishments, educational plans for outside groups and in-plant training, composite records, finances, and other subjects.

Walter Sackett, sales manager, R. R. Donnelley & Sons Company, of Chicago, and other sales managers will compose a sales panel and present a program provided by the Graphic Arts Association of Illinois.

A panel on the new developments in equipment and processes, headed by R. V. Mitchell, chairman of the board of Harris-Seybold Company, of Cleveland, who is also president of the National Printing Equipment Association, will be the feature of the program.

Two sectional conferences are to be held by the two labor groups on employee-management relationships. The Union Employers section will discuss questions of relationships with unions under the Taft-Hartley law, and consider the manner in which negotiations should be conducted under the changed

conditions. In the Master Printers section, made up of open shop employers, the maintenance of non-union operation of shops will be discussed. Neither of the groups has announced speakers.

One of the interesting subjects of the convention will be the report from the Joint Congressional Committee on Printing concerning a survey showing the volume of printing produced by governmental agencies other than the Government Printing Office. This survey was made by the Joint Committee at the behest of the Printing Industry of America with the idea of curtailing some of the governmental operations and coordinating many others under the supervision of the GPO. The term "Hidden Printing" is used in the report, and covers a great deal of work done by the governmental agencies and departments in forty-one states and in the District of Columbia.

The new educational program of the PIA will be presented at the convention by James J. Rudisill, Lancaster, Pennsylvania, who is chairman of the committee. He will report how printers have responded to the proposal that they underwrite PIA's plan of preparing textbooks and publishing them for courses of study suitable for use in printing establishments or for classes conducted by local groups.

James R. Brackett, general manager of the PIA, expects about 600 printers to be in attendance at the convention. The meetings of other groups, including that of the National Printing Equipment Association of leading manufacturers and dealers, will also be held during the convention. The Young Executives will select a committee to encourage such groups nationally.

#### NUMBER 40 IN A SERIES

Mr. Winkler began his career in the graphic arts in 1927 as a research associate for the International Association of Electrotypers, Washington, D. C.

The following year found him as the assistant manager of the Buffalo (New York) Electrotype & Engraving Company. Later he held the same position with the Ace Electrotype Company, of Cleveland.

In 1944 he joined the Battelle Memorial Institute, Columbus, Ohio, as assistant supervisor. In June of this year he was promoted to technical advisor.

Mr. Winkler has been active in the affairs of the International Association of Printing House Craftsmen in Washing-



#### OF TOPFLIGHT CRAFTSMEN

ton, D. C., Buffalo, Cleveland, and in Columbus. He has served in an executive capacity as an officer of the Columbus club, as well as on educational and research commissions.

As a lecturer he has appeared before more than a dozen Craftsmen's clubs in the east and middle west. As an author, his articles and technical papers have appeared in numerous trade publications and books.

Mr. Winkler is married, and the father of two children. His hobbies, which are as diversified as his talents, include badminton, square dancing, and collecting original leaves of medieval manuscripts.

*J. Homer Winkler*

## PRINT COLORS BY RADIO

In the future Junior may get his Sunday morning color comics by radio. A new invention for facsimile broadcasting of comics and similar copy in full color was demonstrated on July 30 by Finch Telecommunications, Incorporated, New York City.

Called "Colorfax," the new system is the same as present methods of facsimile broadcasting as far as transmission is concerned, but differs at the receiving or printing end. For black and white facsimile, special recording papers chemically treated have been used, but this method presents difficulties where color is concerned. Color copy broadcast by the Colorfax can be printed on ordinary paper such as telegraph or business machine rolls, typewriter paper, or plain newsprint.

The printing mechanism looks like an airplane motor with four cylinders revolving in a horizontal plane around a central shaft. Each cylinder is tipped with a colored lead—yellow, red, blue, and black—resembling those used in mechanical pencils. As the cylinders revolve the colored leads, one after the other, traverse the paper, building up a multicolor line across the paper. When one line is completed, the paper moves up the width of a line to receive the next one, as in black and white facsimile, reproducing the picture at the equivalent of 100 lines to the inch.

The lead in each cylinder is activated by the electrical impulses coming from the transmitter. The copy on the transmitter is color-separated by filters and each color separation is scanned by a photo-electric eye, as in a color Wirephoto. The red scanner sends electrical impulses to the cylinder with the red lead, which thrusts forward to "print" red on the paper in areas corresponding to the red in the original copy, and the same operation is repeated for the other colors. Additional colors, besides the three primaries and black, are produced by surprinting, as in conventional printing from plates. The speed of Colorfax is only one-fourth that of black and white facsimile, because of the necessity of traversing the paper four times for each line.

## SHIPMENTS BREAK RECORDS

Volume of linotype matrices being produced and shipped by Mergenthaler Linotype Company, Brooklyn, exceeds all records of the company, so a company bulletin indicates. Shipments are in accordance with orders received during the war. Meanwhile new faces being designed by the company are being delayed in the production processes because the backlog is now being given the preference.

## RESUMES PRODUCTION SCHEDULES

Pioneer-Toledo Corporation, Toledo, Ohio, has announced that its new saw-trimmer is now in production and that the basic features of the prewar model have been retained, although the trimmer has been completely redesigned and retooled, and is heavier. The new saw-trimmer has a welded steel frame.



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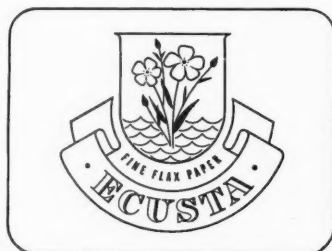
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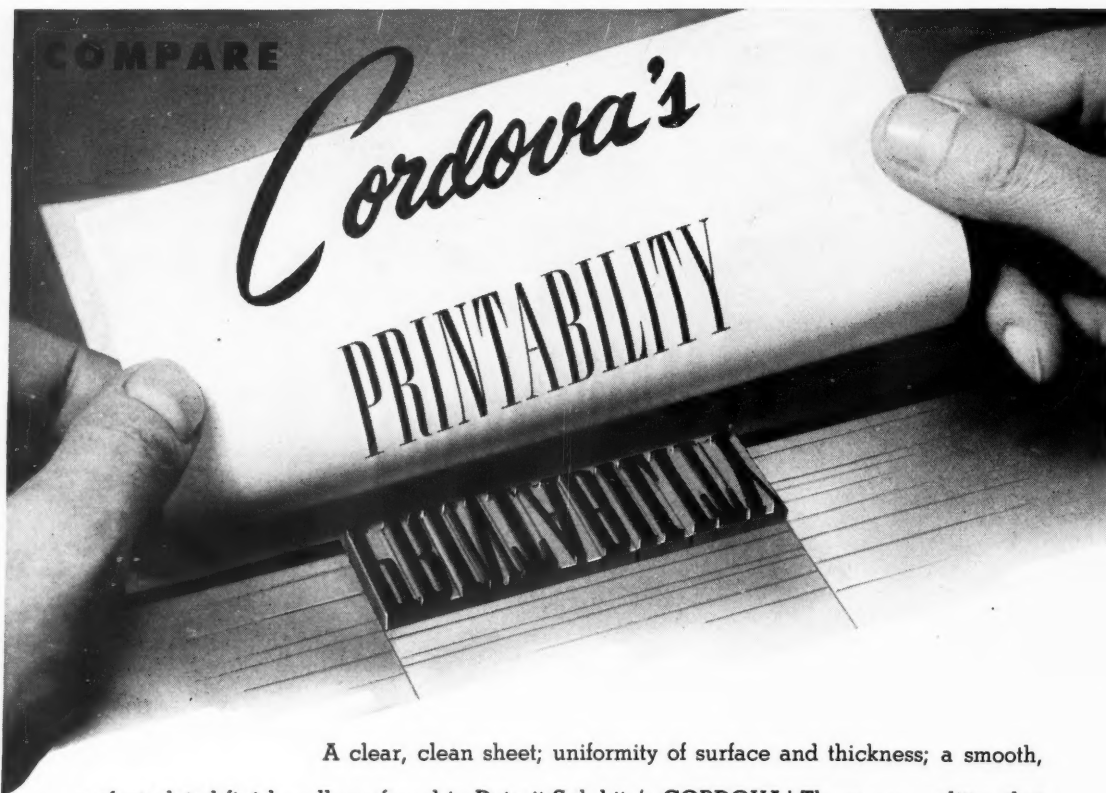
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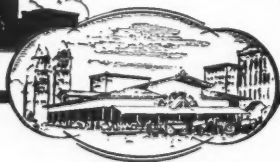
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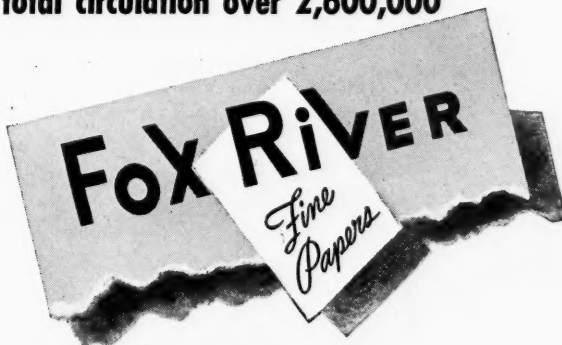
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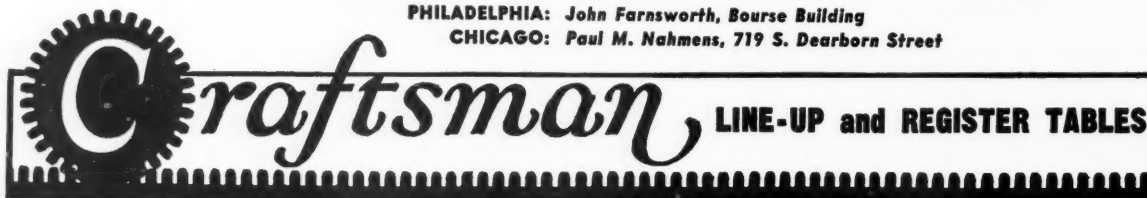
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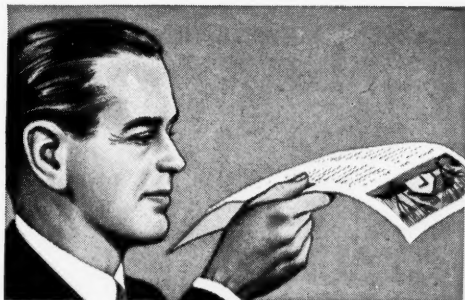
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### 1. Resiliency

- ☐ Desirable quality in type metal
- ☐ Ability of paper to repel ink
- ☐ Ability of paper to recover from distortion



### 2. Chase

- ☐ Shallow tray for holding type
- ☐ Frame for locking up a printing form
- ☐ Locked-up printing form



### 3. Sampling

- ☐ Selecting a specimen of paper for analysis
- ☐ Making a paste-up of printing proof
- ☐ Measuring depth of etch in engraving



### 4. Outline Halftone

- ☐ Halftone with background cut away
- ☐ Halftone with highlights etched out
- ☐ Halftone with rule border

### ANSWERS

**1 Resiliency** is the ability of paper to recover from distortion, providing a cushioning action important in printing. Levelcoat\* printing papers have excellent resiliency — derived from their uniform formation and the proper formulation of fibers.

**2 Chase** is the frame for locking up a printing form. After lock-up will come the actual press run — and here wise advertisers choose dependable Levelcoat coated papers to protect the full effectiveness of booklets, catalogs or mailers.

**3 Sampling**, in papermaking, is selecting specimens of paper or pulp for analysis. It is a continuous process at Kimberly-Clark where one of the world's finest testing laboratories keeps a close, constant check on Levelcoat quality.

**4 Outline Halftone** is a halftone with the background cut away to emphasize important objects. Whatever the technique employed in its production, a fine engraving glows with warmer life when printed on a background of clean, bright Levelcoat.

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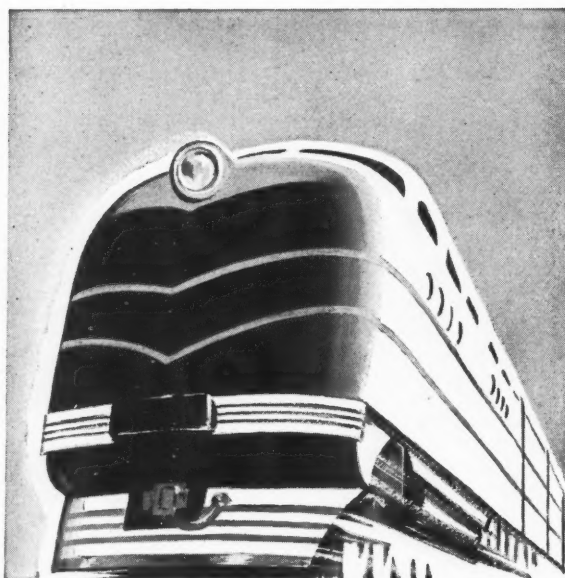


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## DO YOU KNOW...

### How the Word "Pica" Came into Use?

The original meaning of the word "pica" had nothing to do with printing. It stemmed from the Latin and signifies a species of birds now known as the magpie.

Although there is no conclusive evidence, there is an interesting theory as to why pica was adopted into the printing trade. When the ordinal, a set of ecclesiastical rules, was first printed in England, the Latin-speaking church dignitaries and monks were impressed by the sharply contrasting black and white appearance of the printed pages. This impression brought to mind the familiar black and white magpie common to England, and led the monks to apply the Latin name of the bird to the religious work. Somewhat later, pica was adopted as a type size, and it seems probable the ecclesiastic pica was printed with a type size unfamiliar to the trade.

The word received no new application until 1896 when the American Typographers Assn. chose the pica size "m" of MacCellar, Smiths & Jordan as a 12 point standard.

Today very few of us would have occasion to use the word pica in its old religious sense. The word has changed. However, the demand for sharp, clean type has not changed through the years. Your prime assurance of crisp, clean work is good, clean type metal—Blatchford Metal.

### NATIONAL LEAD COMPANY

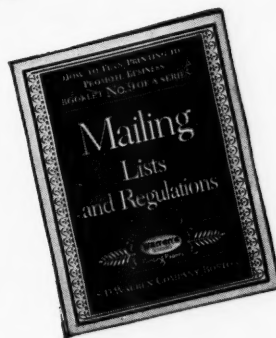
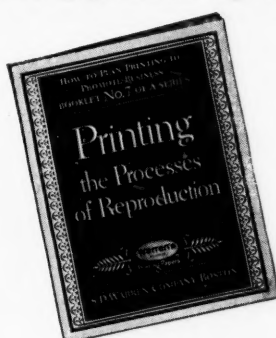
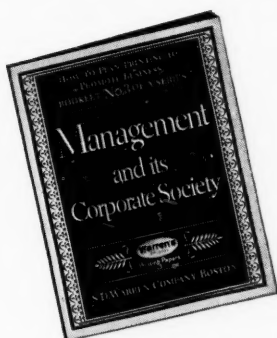
Baltimore • Chicago • Cincinnati • St. Louis  
 E. W. BLATCHFORD COMPANY, NEW YORK  
 NATIONAL LEAD COMPANY OF MASS., BOSTON  
 MORRIS P. KIRK & SON, INC., LOS ANGELES  
 AMERICAN LEAD CORPORATION, INDIANAPOLIS

**Blatchford**  
  
**METAL**

# IS YOUR COMPANY

## now training young employees in Advertising and Graphic Arts?

*This cost-free course of study prepared by S. D. WARREN COMPANY  
can be of practical help to you*



1. Business—Its Nature and Its Functions. 2. Management—Its Functions and Responsibilities. 3. Management and Its Corporate Society. 4. Printing—The Essential Aid to Management. 5. Printing—Its Forms and Designations. 6. Printing—Types and Typography. 7. Printing—The Processes of Reproduction. 8. Printing—Papers and Their Uses. 9. Mailing—Lists and Regulations.

The nine texts listed above have been written for the purpose of orientating and guiding young men and women who are being trained for work in the advertising and sales promotion departments of manufacturing and merchandising companies.

Book and magazine publishers also will find these S. D. Warren books useful for training personnel for work in their advertising departments.

Printing companies, too, that are grooming young men for sales and administrative duties can employ these books to excellent advantage.

### **What Will These Books Accomplish?**

The purpose of these S. D. Warren texts is to provide a brief course of study for young employees who may not have had earlier business experience. The books explain in simple terms and direct manner the economics of competitive

enterprise and the function of printed literature as an aid to management.

The books are not intended to teach young people how to write or design advertising, or to choose media, or to deal with the mechanical end of the business.

The purpose of the course is to define the relationship of the various advertising tasks, to describe the means by which they may be performed, and to explain the reasons for performing them.

### **How Can You Enroll Your Personnel to Receive This Course?**

Simply write to S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts, on your company letterhead giving us the following information: the type of business in which you are engaged, your position in the company, and the names and mailing addresses of the individual trainees whom you have elected to receive this course of texts.

Complete sets of these nine books will

not be mailed to enrollees at one time. To insure that subject matter is taken up in proper sequence and to encourage thorough study, the books will be mailed in consecutive order at intervals of two weeks. Under this arrangement, the course requires a study period of eighteen weeks.

There is no charge for this service and no other obligation is involved.

**BETTER PAPER—BETTER PRINTING**



**Printing Papers**

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"



**"Flat as a pancake"**  
gummed papers

—are made to give better results on the press—just good paper, good glue and plenty of it.

NEW YORK : 101 Park Ave.  
CHICAGO : 608 S. Dearborn  
ST. LOUIS : 3739 Olive St.  
SEATTLE : 2416 First St.  
SAN FRANCISCO : 420 Market St.



**The Brown-Bridge Mills, Inc.**  
Troy, Ohio

## CASH IN ON THE EXTRA PROFITS WHEN YOU SELL A NUMBERING JOB!

Numbered work is easy and profitable when you use Roberts typographic numbering machines because:

**ROBERTS**



● The investment required for new Roberts machines is small.

● Machine life is longer because plunger drives actuating pawl swing directly—thus eliminating lost motion and minimizing wear.

### YOUR CHOICE:

- Forward or backward movement.
- Roman or Gothic style figures.

**NOW!**

Prompt Deliveries On Most Items

**ROBERTS NUMBERING MACHINE CO.**

697 JAMAICA AVENUE  
BROOKLYN 8, N. Y.

## AVAILABLE NOW

- |  |   |
|--|---|
| 58L Harris Offset Press (28x42)              | 38" Fuchs & Lang Bronzer                              |
| 2 Webendorfer Offset Presses                 | 34 1/2" Diamond Paper Cutter                          |
| No. 11 Hoe Offset Rotary Tin Press           | Model B Cleveland Folder with Swart Continuous Feeder |
| No. 1 Kelly                                  | 30" Single Hall Folder with McCain Feeder             |
| Miehle Horizontal Straight Line Delivery     | 30" Latham two-way Perforator with 4 adjustable heads |
| Model C Kelly • Style B Kelly • Little Giant | 2 Hickok Ruling Machines • Ludlow Mats                |
| 14 1/2 x 22 Semi-heavy duty C & P Automatic  | 1 Wood Auto Shaver for 23-9/16" plate, 7/16" thick    |
| 12x18 Rice Unit                              | 1 Goss Mat Roller 10", Model 45G, Ser. No. 326        |
| 20", 18" and 12" Domore Embossers            | 1 Hoe Single Page Tail Cutter, 23-9/16" x 7/16" plate |
| 44x64 Lontke Bronzer • 44x64 U.P.M. Bronzer  | 1 Hoe Single Page Shaver, 23-9/16" x 7/16" plate      |
| 51" Milwaukee Bronzer                        |   |

### PURCHASE OF EQUIPMENT

Here you will find a ready market for your non-productive machinery. Complete plants to single units.

### EXPORT

We are especially well set up for export of all equipment related to the Graphic Arts Field. One shipment will make us Fast Friends.

## PRINTERS EXCHANGE

Producers of the Speedisoler

Modern Precision Machine Shop Facilities, staffed by competent mechanics assures you of machinery rebuilt to new standards.

2636 Locust Street

St. Louis, Missouri

Phones: JEFFERSON 6386-6925

Cable Address PEC St. Louis





*Yours for the asking!*

**W**e're all set and waitin' with your copy of the big, colorful sampling brochure introducing Whiting-Plover's newest paper — *Permanized Fine Weave*!

Packed from cover to cover with clever money-making ideas, this booklet is a *must* for your idea file. And, Mister, just wait'll you get a look at this truly unusual new paper!

Yes, *Permanized Fine Weave* is a wonderful mixture of rich, genuine handsomeness and work-a-day versatility...loaded with easily apparent quality, yet available at a price so modest that you can use it on a dozen different jobs each day.

Tell you more? You just bet we will! For your copy of the new *Permanized Fine Weave* booklet simply contact your nearest *Permanized Papers* Distributor, or just snip out this handy coupon and get it in the mail today!

*Permanized Papers*  
Cotton Content

The BEST PAPERS are made with COTTON

Whiting-Plover Paper Co.  
Stevens Point, Wisconsin

Gentlemen: Please RUSH me a copy of the *Permanized Fine Weave* sampling brochure.

Name .....

Address .....

Kindly attach to your BUSINESS letterhead.

Please Mention THE INLAND PRINTER When Writing to Advertisers



**ZIP-DRI INKS**

Here is a new S & V INK made in Black and Colors (single and process) that dries on coated stocks in lightning speed without the aid of any external drying devices! On uncoated stocks the drying time is only slightly slower.

**ZIP-DRI INKS** also have the following desirable features:

**NON-OFFSETTING!**  
**NON-DRYING ON PRESS!**  
**NON-SKINNING IN FOUNTAINS AND CONTAINERS!**  
**EXTREMELY RUB-PROOF!**  
**EXCELLENT PRESS STABILITY!**  
**SAVES TIME AND SPACE—JUST PRINT AND DELIVER!**  
**WHY NOT ORDER A TRIAL LOT TODAY!**

**Sinclair and Valentine Co.**  
 MAIN OFFICE AND FACTORY: 511 WEST 125th STREET, NEW YORK 27, N. Y.

*SERVICE FROM COAST TO COAST*

Albany, Baltimore, Birmingham, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Houston, Indianapolis, Kansas City, Louisville, Miami, Milwaukee, Minneapolis, New Orleans, New York, Philadelphia, Pittsburgh, Portland, St. Louis, St. Paul, Toledo, Washington, Wichita, Youngstown

## SAVE TIME, REDUCE COSTS, GET BETTER PRINTING WITH **Cylinder Press Locks**



Prevent work-ups. Save time in make-ready and register. Hold chase solidly to bed of press. Eliminate springing of chase. Sturdy, all-steel press locks which will last a lifetime. Four sizes available from stock, 3", 5", 8" and 14" expanding to 5", 8", 14" and 26". Order now.

**MORGANS  
& WILCOX  
MANUFACTURING  
COMPANY**

DEPARTMENT 1  
MIDDLETOWN, N. Y.

PRINTERS SUPPLIES SINCE 1878 • DEALERS IN PRINCIPAL CITIES



**THE TIME IS NOW!**

More and more printers are thinking about offset. Now is the time to learn all you can about it. We are trying to help by offering a new booklet on Making Offset Plates. It's FREE. Just send us the coupon below.

**LITHO CHEMICAL  
& SUPPLY CO., INC.**  
 63 PARK ROW, NEW YORK 7

**LITHO CHEMICAL & SUPPLY CO., INC.**  
 63 Park Row, New York 7, N. Y.  
 We're Offset Minded. We Want a Copy of Your Booklet.

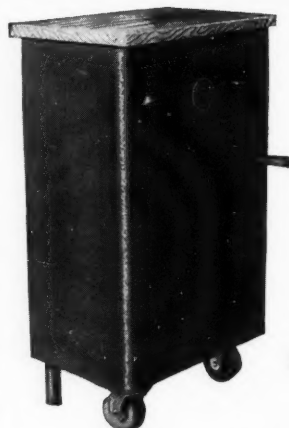
Name \_\_\_\_\_ Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_

**Speed Up Your Work!**  
**SAVE Money and Time—**  
 with

***SYNTRON***

"VIBRATING"

## PAPER JOGGERS



3600 vibrations  
per minute jog pa-  
per 3 to 4 times as  
fast as by hand,  
without pounding.

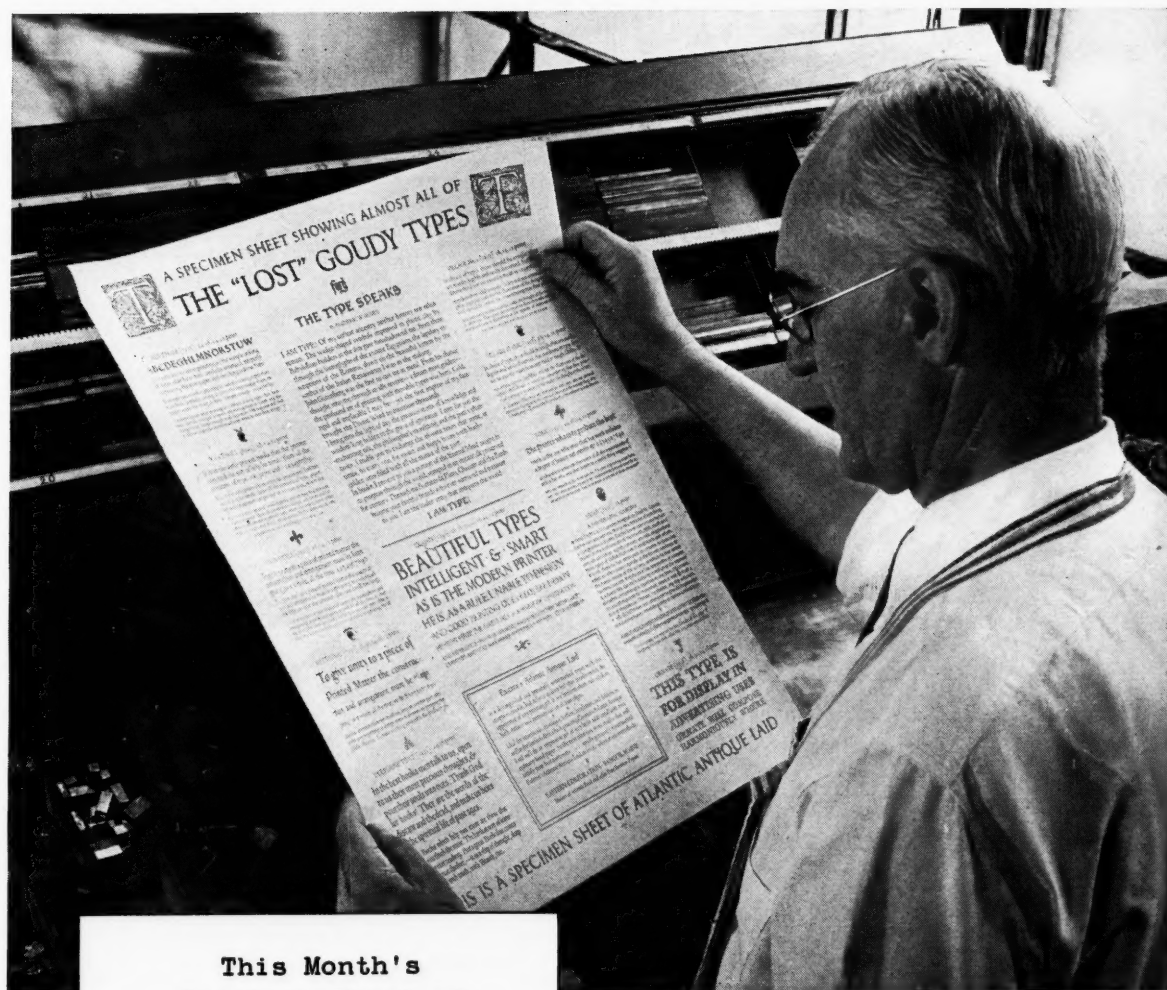
3 types—single action,  
double action, and auto-  
matic.

7 styles—two table  
models, five portable floor  
models.

Write for folder

**SYNTRON CO.**

575 LEXINGTON  
HOMER CITY, PA.



**This Month's  
Specimen Sheet of  
EASTERN'S  
ATLANTIC ANTIQUE LAID**

**Shows  
an Arrangement of  
"Lost" Goudy Types**

**D**URING the month of September, Eastern Corporation is distributing to printers and buyers of printing a specimen sheet of *Eastern's Atlantic Antique Laid* which is a specimen sheet of the "Lost" Goudy Types as well. This sheet was designed by Howard Coggeshall, typographer of national renown and proprietor of Howard Cog-

geshall, Inc., of Utica, N. Y. His intimate association with the late Frederic William Goudy is largely responsible for his extensive collection of "Lost" Goudy faces.

Just as printers select Goudy as excellent type, they select Eastern's Atlantic Antique Laid as excellent paper. Crisp and clean, it is an impressive sheet worthy of the finest printing. Uniform, tub-sized, and precision cut on all four edges, it insures the very best results always.

If you, as one who specifies paper or printing, are interested in receiving this genuinely water-marked specimen sheet of Eastern's Atlantic Antique Laid carrying "Lost" Goudy Types, a request on your business letterhead will receive prompt attention from one of our Paper Merchants or our Advertising Department.



**EASTERN CORPORATION**

BANGOR, MAINE

*Makers of Atlantic Bond and other Fine Business Papers*

When Writing These Advertisers, Please Mention THE INLAND PRINTER

95



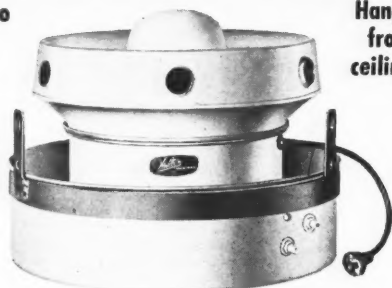
## Prevent Dry-Air Shop Troubles with **WALTON** HUMIDIFIERS



PHOTO COURTESY OF DAVIS DELANEY, INC.,  
SHOWS TYPICAL WALTON INSTALLATION

• Speed up Production by eliminating static and choke ups. Stop paper troubles, curled stock, wrinkled sheets, wavy outside edges and also give your workers a healthier atmosphere to work in.

Takes no  
usable  
space



Hangs  
from  
ceiling

### WALTON INDUSTRIAL HUMIDIFIER (HEAVY DUTY)

For **FREE** Information — Mail To-Day!

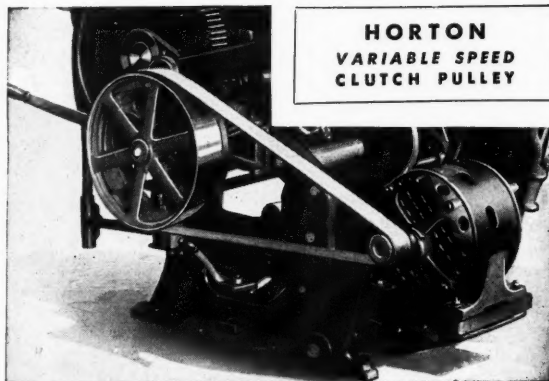
Walton Laboratories, Inc.  
Irvington 11, N. J.

Kindly send us your latest brochure on Humidification for Printers, Lithographers and Binders.

Name.....

Company.....

Address.....



**HORTON**  
VARIABLE SPEED  
CLUTCH PULLEY

## Modernize with a **HORTON** Variable Speed **CLUTCH PULLEY**

For use on Printing Presses such as:

**BRANDTJEN & KLUGE • CHANDLER & PRICE  
COLTS • GOLDING • HARTFORD • KING • LIBERTY  
NATIONAL • PEERLESS • PEARL • PROUTY • UNION**

## Horton Manufacturing Company

3014 University Avenue S.E., Minneapolis 14, Minnesota

## THOROUGHLY REBUILT BINDERY EQUIPMENT

### IMMEDIATE DELIVERY

- 3—16" Smyth National Book Sewers, Straight Needle.
- 2—No. 3 Smyth Book Sewers.
- 1—No. 4 Smyth Book Sewer.
- 1—Model 6-9 Singer Book Sewer Complete with motor and tables, capacity  $\frac{3}{4}$  inch.
- 1—Latham Power Punch with assortment of punches.
- 1—28" Latham Round Hole Power Perforator.
- 2—Portland Foot Power Punches.
- 1—Latham Power Paging and Numbering Machine.
- 1—Double Head Brackett Stripper.
- 3—Vertical Roller Racks.
- 2—Hand Job Backers.
- 1—Hand Roller Backer.
- 1—No. 104 Latham Stitcher, capacity  $\frac{7}{8}$ ".
- 2—Seybold Round Corner Cutter.
- 1—38" Hickok Ruling Machine Feeder.
- 1—Smyth Gluer with conveyor and ringer attached.
- 1—Portland Power Punching Machine with motor.
- 1—No. 8 Smyth Book Sewer.
- 1—Singer Sewing Machine 7-23.
- 1—Singer Sewing Machine 81-19.
- 1—Circular Steel Gathering Table with variable speed Motor.
- 1—Rotary Board Cutter.

COMPLETE LINE of REBUILT BOOK and BOX STITCHERS.

### NEW MACHINERY FOR SALE

Model "A" Champion Book Stitchers, capacity  $\frac{1}{4}$ ".

No. 26 Champion Stitcher Heads for Automatic Gang Stitchers.

## JAMES H. JONES COMPANY

130 North Clinton St. • State 1670 • Chicago 6, Ill.

We Buy Used Printing and Bookbinding Equipment



**"It'll look better  
when it's in type"**

*30pt Bod  
2nd. case*

**A** common remark, yet what a great compliment to printers is implied . . .

*For 143 years the high quality of Johnson Inks has helped thousands of printers maintain this reputation for fine craftsmanship.*

**CHARLES F. Johnson  
AND COMPANY**

**GOOD  
INKS  
SINCE  
1804**

**10th and Lombard Streets  
Philadelphia, Pa.**

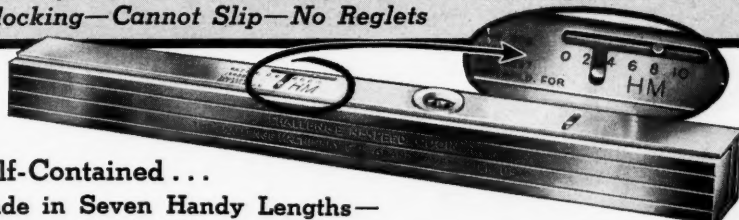
**NEW YORK  
CHICAGO  
BOSTON  
ST. LOUIS  
CLEVELAND  
DETROIT  
BALTIMORE  
KANSAS CITY  
PITTSBURGH  
ATLANTA  
DALLAS**



**In the Form — On the Press Bed . . .**

## **CHALLENGE Hi-Speed QUOINS**

**Save Time—Insure Accurate Register—Self-contained Unit  
Ready for Instant Use Anywhere—Direct Expansion—Self-  
locking—Cannot Slip—No Reglets**



**Self-Contained . . .**

**Made in Seven Handy Lengths—  
3, 4½, 6, 7½, 9, 10½ and 12 inches**

● The CHALLENGE HI-SPEED QUOIN adds a new thrill to lock-up. You will be amazed at the speed and accuracy with which the job can be done. You save 70% to 80% on lock-up time because:—(1) they are self-contained units, ready for instant use; (2) two Challenge Hi-Speed Quoins do the work of 4 to 8 ordinary quoins; (3) quoin is always parallel with the form and locks true for its entire length thereby providing square lock-up; and (4) "always clear" register

indicator allows unlocking and relocking for changes in less time and always in exact register.

Challenge Hi-Speed Quoins are absolutely different than any other quoin. Made of the finest steel rust-proof plated for long service. The extra heavy racks in Challenge Hi-Speed Quoins are of special quality tool steel—four times as strong as the fine steel used in chases.

**WRITE FOR COMPLETE DATA TODAY!**

504

**Challenge**

**THE CHALLENGE MACHINERY COMPANY**

*"Over Fifty Years in the Service of the Graphic Arts"*

**MAIN OFFICE AND FACTORY: — GRAND HAVEN, MICHIGAN**

Please Mention THE INLAND PRINTER When Writing to Advertisers

97

## PERFORATE 7500 AN HOUR WITH McADAMS PNEUMATIC FEEDER

Lower production costs and you will make more money; improve your performing service and you will please customers; ease up the labor problem and stop worry; just combine the Nygren-Dahly Perforator with McAdams famous pneumatic Feeder and McAdams new automatic layboy.

This practical unit is installed in leading trade shops from Coast-to-Coast. Why not follow the leaders and increase your profits.

Feeds up to 3-ply index. Self feeding and has variable remote control perfected.

### McADAMS PRODUCTS

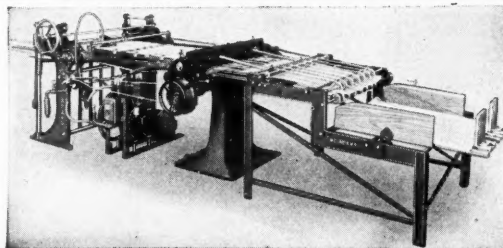
- Pen-Ruling Machines
- Disc-Ruling Machines
- Paging Machines
- Pile Feeders
- Roll Feeders

**JOHN McADAMS & SONS, Inc.**

20-22 KNIGHT STREET • NORWALK, CONN., U.S.A.

ESTABLISHED 1842

WRITE FOR ILLUSTRATED BULLETIN I-110



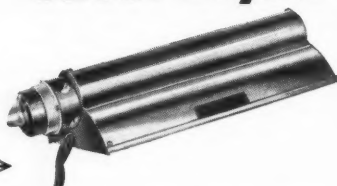
**NYGREN-DAHLY PERFORATOR**  
equipped with  
**McADAMS PNEUMATIC FEEDER**  
and **AUTOMATIC LAYBOY**



## Doyle Super-Power INFRARED Sheet Dryers

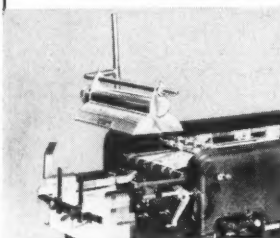
For all types of presses, letterpress, newspaper and offset, sheet or web fed, flat bed or rotary.

Standard lengths from 12" to 72", with one or two rows of heating coils.



By aiding in the control of offset, Doyle Super-Power Infrared Sheet Dryers are helpful to any good pressman.

Because they concentrate maximum infrared radiation in minimum area with a quick flash of heat evenly distributed over the surface of the sheet, Doyle Dryers provide the most effective application of heat for offset elimination.



Write for bulletin containing photos of Doyle Dryers in use on all types of printing presses. When asking for quotation mention type of press, also electric voltage in your plant.

**THE J. E. Doyle CO.**

1220 WEST 6th STREET  
CLEVELAND 13, OHIO

## NEW TYPE FOR YOUR OLD METAL

(Subject to change without Notice)

Clean up your plant and keep the metal within the industry

### SCRAP METAL ALLOWANCES AND PRICES

	In trade for Type and Material	Cash
Old Foundry Type - - - - -	21c	18c
Mixed Foundry and Monotype - - - - -	17c	15c
Monotype - - - - -	17c	15c
Linotype Slugs - - - - -	17c	15c
Stereotypes (unmounted) - - - - -	17c	15c

The prices listed here are for metal delivered Freight Prepaid to us in exchange for type and material of our manufacture. A few hundred pounds of old metal at these prices will put new type in your cases. Cash prices are also quoted for your convenience.

No strings attached — you can exchange a hundred pounds or a ton.

**SPECIAL NOTICE** Bases and plates, the property of Press Associations, or type or metal run into pigs, will not be received at any price. Copper Etchings, and Copper-faced Electrotypes backed up with zinc are not acceptable. Different kinds of type and metal returned must be packed separately and sent by PREPAID FREIGHT.

**BALTIMORE** 15-17 S. FREDERICK STREET  
**BALTIMORE 2, MARYLAND TYPE**

### READER'S DIGEST, FIELD & STREAM

and hundreds of other publications are mailed regularly by

## CHESHIRE MAILING MACHINES

### The Automatic Mailer

- Cuts and attaches addressed labels to any publication automatically.
- New higher speed — saves time and money. Does the work of many hands.

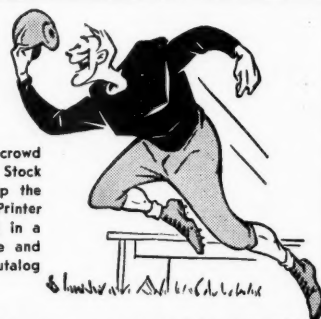
WRITE FOR DESCRIPTIVE FOLDER

**CHESHIRE MAILING MACHINES, INC.**

1415 WEST ALTGELD STREET CHICAGO 14, ILLINOIS

## STOCK CUTS impress the crowd

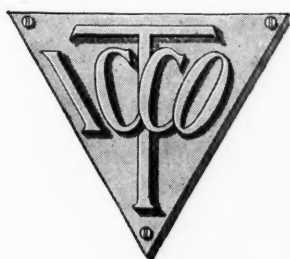
Printed matter impresses the crowd best when well illustrated. Stock Cuts from Cobb Shinn help the Advertising Man, Editor and Printer with art (line and halftone) in a variety of ideas easy to use and economical. Send for a Catalog today. It is FREE.



**COBB SHINN**

721 UNION STREET  
INDIANAPOLIS 4, IND.





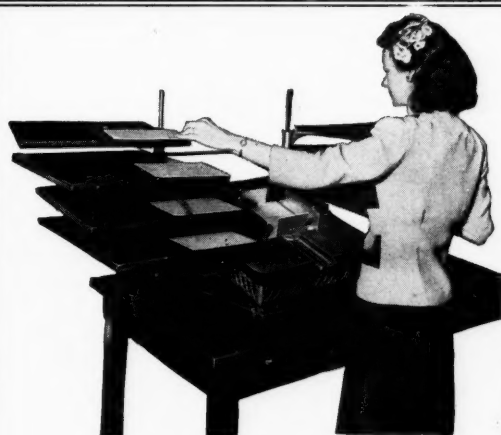
*Twenty-Five Years  
of Service  
and Quality*

**TRIANGLE**

**INK AND COLOR CO., INC.**

305 EAST 45th STREET, NEW YORK 17, N. Y.

Murray Hill 5-0988-89



**Cut Costs on Gathering—Jogging!**

**UNIVERSAL JOGGER TILT-A-TYPE  
AVAILABLE NOW**

GATHERS LONG & SHORT SHEETS & CARBON JOBS  
SAVES ONE-THIRD THE TIME!  
JOGS SHEETS 5 x 8 TO 19 x 24! ATTACHMENT CAN BE HAD TO TAKE SHEET  
19 x 28.

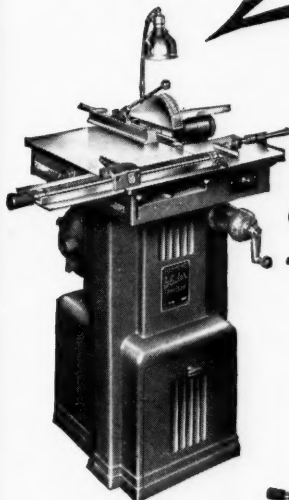
Gathering and jogging of all jobs made economical. Extra  
shelves may be added on unusually large jobs. Labor savings  
pay for machine in short time. Many enthusiastic users.

WRITE FOR PRICES AND FURTHER INFORMATION—

**UNIVERSAL JOGGER CO., Inc.**

322 SOUTH FOURTH STREET MINNEAPOLIS 15, MINNESOTA  
Canadian Agents, Geo. M. Stewart, Reg'd., 840 William Street, Montreal

*Trim O Saw-it*

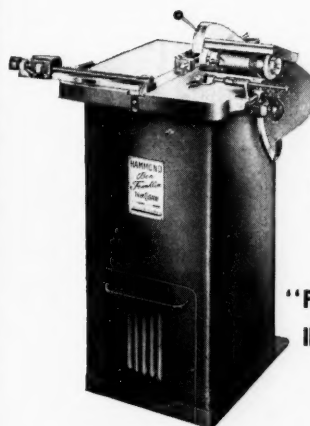


*Glider*  
**TRIM O SAW**

"THE SAW WITH THE  
BALL BEARING TABLE"

*Mercury*  
**TRIM O SAW**

"THE SAW WITH THE  
BALL BEARING GAUGE"



*Ben  
Franklin*  
**TRIM O SAW**

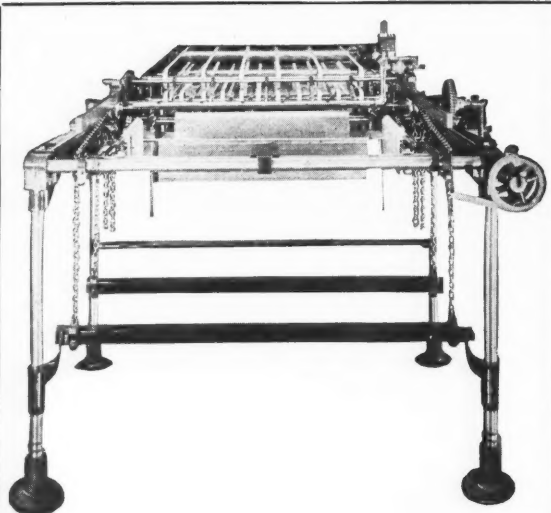
"FINEST QUALITY SAW  
IN THE LOW PRICED FIELD"

*Hammond*  
*Machinery Builders*  
INC.

1616 DOUGLAS AVENUE • KALAMAZOO, MICHIGAN

Please Mention THE INLAND PRINTER When Writing to Advertisers

99



**TEN POINTS OF SUPERIORITY**  
are incorporated in the  
**NEW HILDEBRAND EXTENSION DELIVERY**

For FULL DETAILS write to  
**THE RATHBUN & BIRD COMPANY, Inc.**  
Designers and Manufacturers  
379 WEST BROADWAY NEW YORK 12, N. Y.

## RAISED PRINTING IT'S EASY . . . PROFITABLE

with this  
**New and Improved**  
**EMBOSSOGRAPHER**

You can roll up this fast "Cascade" right to your automatic or hand-fed press and do beautiful Raised Printing with the famous Permanent Embossograph finish. A smaller, hand-process machine is also available. Both for prompt delivery!



Model "O"  
Automatic Cascade  
EMBOSSOGRAPHER

• Send today for complete literature on this equipment and the Embossograph Powders and Inks in Neutrals and Metallics

**EMBOSSOGRAPH PROCESS CO., INC., 251 William St., New York**

## INKS FOR SHARP IMPRESSIONS in Litho-Offset and Printing FOR METAL DECORATING

Get Varnishes and Dryers, too, from **Gaetjens, Berger & Wirth, Inc.**  
35 YORK ST., BROOKLYN, N. Y., • 538 S. CLARK ST., CHICAGO

## ROTARY PRESSES

for Lithographers, Printers, Newspaper Publishers. Also Presses for Folding Box Manufacturers. Tell Us Your Requirements  
**WALTER SCOTT & CO., INC., PLAINFIELD, N. J.**



**ROLLERS**

## INKMASTER (VULCANIZED OIL)

For smooth, rapid ink distribution.

Positively will not melt at any press speeds. Machine ground surface assures concentricity. Not affected by bearing heat or humidity.

**IDEAL ROLLER & MANUFACTURING CO.**  
Chicago 8, Illinois • Long Island City 1, N.Y.

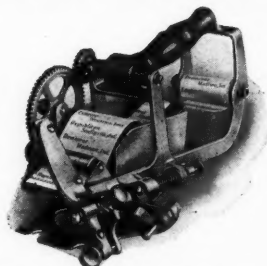
## ROSBACK

• Hi-Pro Paper Drills, Rotary Round Hole and Slot Hole Perforators, Snap-Out Perforators, Power and Foot-Power Vertical Perforators, Hand Perforators, Power and Foot-Power Punching Machines, and Gang Stitchers.

**F. P. ROSBACK COMPANY**  
Largest Perforator Factory in the World  
**BENTON HARBOR, MICHIGAN**

## THE WING ALUMINUM MAILER

GOOD  
DELIVERY  
ON  
MOST  
SIZES



REPLACE  
THAT  
OLD  
WORN-OUT  
MAILER  
NOW

**CHAUNCEY WING'S SONS**

GREENFIELD, MASS.

## AMSCO CHASES

ELECTRIC-WELDED • SQUARE AND TRUE • ABSOLUTELY GUARANTEED  
SOLD BY ALL DEALERS

**AMERICAN STEEL CHASE COMPANY**

3131 Forty-Eighth Avenue, Long Island City, New York

## ENGDAHL BINDERY EDITION BOOK BINDERS

"Books Bound by Us Are Bound to Satisfy"  
**1056 West Van Buren St., Chicago, Ill.**  
Telephone Monroe 6062

# C Classified Buyers' Guide

## ADVERTISING LAYOUT

### Study FRANK H. YOUNG'S ADVERTISING LAYOUT COURSE At Home

Now is the time to make your spare time pay. Increase your earning power. Mr. Young, international layout authority, offers a complete Home Study Course to help printers, advertising men, artists, etc. Learn by mail how to use sound layout principles. Receive Mr. Young's own personal criticisms. Endorsed by graduates. Easy payments. Write to Dept. 0-947 for free details.

### AMERICAN ACADEMY OF ART

Frank H. Young, Director  
25 E. Jackson Boulevard Chicago, Ill.

### LAYOUTS FOR PRINTER EXECUTIVES ADVERTISING MEN • ARTISTS

• Over 100 Ideas

LETTERHEADS IN COLOR by National Designer  
MAIL \$1.00 ONE DOLLAR TO

FEDERAL PRINTING COMPANY  
345 Wall Street, Los Angeles 13, Calif.

## BRONZING MACHINES

• **MILWAUKEE BRONZERS**—for all presses. Some rebuilt units. C. B. Henschell Mfg. Co., Milwaukee, Wis.

## CALENDARS AND CALENDAR PADS

• **CALENDAR PADS**—67 Styles and Sizes. Write for catalog. Calendar backs for advertising, sheet pictures. Wiebush Calendar Imptg. Co., 80 Franklin St., New York 13, N. Y.

• **WHOLESALE CALENDARS**—For the Printer. Do your own imprinting. All types—full price range. Fleming Calendar Co., 6540 Cottage Grove Ave., Chicago 37, Ill.

## ENGRAVED STATIONERY

• **WEDDING INVITATIONS** and other engraved stationery of fine quality. Siegrist Engraving Co., 924 Oak St., Kansas City 13, Mo.

## EQUIPMENT WANTED

**WANTED: Two-color Miller Press.** Phone or Wire Collect, James H. Jones Company, 130 N. Clinton Street, Chicago 6, Illinois. State 1670.

• **WANTED TO BUY**, used or reconditioned Seybold paper cutter approximately 50 inches. Write or wire giving prices and full details to W. D. Perkins, Cochran Foil Co., Louisville 10, Kentucky.

• **EQUIPMENT WANTED**—5/0 two-color Miehle Printing Press with extension delivery. Give serial number and full information. Rosenthal Paper Company, 200 Lynch St., St. Louis, Mo.

## FOR SALE

**TODAY'S inflated price levels on old used equipment, points up the wisdom of buying NEW.**

For 16 years we have sold the quality products of Challenge Machinery Co. Products of integrity and value:—

Diamond power cutters  
Challenge lever cutters  
Paper drills ranging from bench models to heavy duty hydraulics  
Milled iron furniture  
Hi-speed and standard quoin  
Newspaper plate mounting base  
Steel imposition surfaces

## TYPE & PRESS OF ILLINOIS, INC.

220 SOUTH JEFFERSON CHICAGO 6

Liberty 1925 pattern 14"x22" Reconditioned Folding Machine with Aldrich register device and Russell friction feeder device, power device, motor bracket. Master 1/4 hp. A.C. Motor—110 V., 1 ph., 60 cycle, 1725 R.P.M.  
Geo. H. Sanborn Co.—Star 1880 Model 42"x44" old pattern power paper cutter #88; hand clamp, adj.; gauge, 14"x4" t. and l. Pulley belt drive, extra cutter knife, Millwright guard, 14" x 8" Iron Pulley, 27-3/16 Single leather belt, WE Hawthorne 2 hp. induction motor type C1-4C, 220V, 3 ph. 60 cycle, 1800 RPM Pulley base.

Write—STANDARD PRINTING COMPANY  
201 North Third Street, Hannibal, Missouri

## FOR SALE (Continued)

### Pressroom and Bindery Equipment

No. 46 Miehle Automatic Unit  
Miehle Presses—(hand fed) Nos. 1, 2 and 00  
4/0 Miehle with Dexter Feeder and ext. del.  
6/0 Miehle with Continuous Feeder and ext. del.  
2-4/3 Miehle Automatic Units, 41" bed, Swingback feeder and ext. del.  
2 No. 1/P Miehle Presses, bed 26" x 34", Dexter Swingback Feeder and ext. del.  
14 1/2" x 22" Chandler & Price Automatic Unit  
No. 1 Kelly Press  
40"-44" Seybold Paper Cutters  
44"-57" Dexter Paper Cutters  
44" Oswego Paper Cutter  
"B" Cleveland Folder with Cleveland pile feeder  
"O" Cleveland Folder with pile feeder  
"E" Cleveland Folder with automatic feeder  
Thomson Cutter and Creasing Presses 14 x 22", 22 x 32", 28 x 41"  
14 x 22" Thomson Laureate Press  
Sheridan Die Press, bed 27 x 32"  
Eight page Duplex Newspaper Press  
Tag Presses, 1 and 2 color

Send us a list of your surplus equipment, single units or complete plants

### Northern Machine Works

MARSHALL AND JEFFERSON STREETS  
PHILADELPHIA 22, PA.  
TELEPHONE: FREMONT 7-5100

• **FOR SALE:** An Extensive Line of new and rebuilt printing equipment on easy terms. Write for free list. Missouri Central Type Foundry, Wichita, Kans.

• **BOOKBINDERS' MACHINERY**—New model National book sewing machines; also rebuilt machines. Write for particulars. Joseph E. Smyth Co., 720 So. Dearborn St., Chicago, Illinois.

(Continued on next page)

## AICO INDEXES

For Extra Profit

SEND FOR FREE AICO INDEX SELECTOR

Show your customers what time-saving AICO indexes will do to improve all sales manuals and literature. Send for the FREE AICO Index Selector today. Contains samples of all types of indexes.

THE G. J. AIGNER COMPANY • 503 S. Jefferson St., Chicago 7, Ill.

## STEWART'S EMBOSSING BOARD

Makes Embossing Easy

Needs no heating or melting—Simply wet it, attach it to tympan and let press run until dry. Sheets 5 1/4 x 9 1/4 inches. \$1.25 a dozen, postpaid. Instruction with each package.

THE INLAND PRINTER

309 W. Jackson Blvd., Chicago 6, Illinois

### MEGILL'S Spring Tongue Patent GAUGE PINS



\$1.80 dozen with extra Tongues. "Spring Tongue" is our registered Trade Mark. Made only by MEGILL.

### Megill's Gauge Pins for Job Presses

Insist on Megill's Products. The original—the best. Sold by Printers Supply Dealers.

THE PIONEER IN 1870

THE EDWARD L. MEGILL COMPANY

763 ATLANTIC AVENUE, BROOKLYN 17, NEW YORK

### MEGILL'S Original Steel Patent GAUGE PINS



A handy Gauge Pin made with 12 pt., 15 pt., or 18 pt. head. Adjustable. 75c a dozen for either size.





## meet mr. randall

This is Ted Randall\*, an offset platemaker from 'way back who finds it difficult to get away from plates even after work.

During working hours, Ted chases plate and fountain bugs and shows you how Harris Litho-Chemicals prevent such trouble. Off duty, he can watch home plate at the ball park in Boston from his apartment window.

Any time, Ted enjoys swapping stories with the boys in the shop and demonstrating such things as how to double the life of a plate on your press by using Litho-Asphaltum as a regular washout. If you're in the New England area give him a call.

Otherwise, call your nearest distributor of Harris Litho-Chemicals. Any of Ted's brother technicians in principal cities are glad to lend a helping hand—especially to newcomers in the offset field.

Remember to ask to be put on the mailing list for "Harris Impressions", a bimonthly bulletin of shop tips and helpful articles for the offset trade. It's free.

### HARRIS LITHO-CHEMICALS

DEEP ETCH PROCESS, SURFACE PLATE AND PRESS CHEMICALS

AKRON, Metzger Supply	JE 4136
ATLANTA, Harris-Seybold	JA 1783
BALTIMORE, Sinclair & Valentine	MU 6946
*BOSTON, Roberts & Porter	HAN 8654
CHICAGO, Roberts & Porter	WAB 6935
CINCINNATI, McKinley Litho	CH 6323
DENVER, A. E. Heinson	TA 8251
DALLAS, Harris-Seybold	C 8305
DETROIT, Roberts & Porter	TE 27900
LOS ANGELES, California Ink	PR 3033
MONTREAL, W. E. Booth	BE 2328
NEW YORK CITY, Roberts & Porter	CA 61646
PORTLAND, California Ink	AT 6371
SAN FRANCISCO, California Ink	EX 4688
SALT LAKE CITY, California Ink	5-1952
SEATTLE, California Ink	MA 3215
TORONTO, W. E. Booth	EL 3285
VANCOUVER, Dominion Printing Ink & Color Co., Ltd.	MA 1025
WASHINGTON, D. C., Phototechnical Lab.	TR 8345

### Classified Buyers' Guide (continued) FOR SALE (Continued)

## KROYDON COVER

1. TOUGH
2. SOIL RESISTANT
3. WATER REPELLENT
4. EYE APPEALING

for CATALOGS, MANUALS  
INSTRUCTION BOOKLETS  
PROPOSAL COVERS  
PORTFOLIOS

*Kroydon Cover is distributed by leading  
Paper Merchants throughout the country*

COMPANION COVER LINES

*Leathercraft*  
**TWILTEX**  
**WOODTONE**

HOLYOKE CARD & PAPER COMPANY  
SPRINGFIELD 7, MASSACHUSETTS

### HARRIS 2-COLOR 36 x 48 OFFSET PRESS

Model F.T. with high pile chain delivery, suction pile feeder. AC electrical equipment.

### MILLER 4-TRACK 2-COLOR, 27 x 41

Late model with automatic oiling. AC electrical equipment. Can be seen in operation.

### CLEVELAND MODEL B AUTOMATIC FOLDER

26 x 40 with Cleveland continuous feeder. AC electrical equipment and all attachments.

### 34 1/2" DIAMOND POWER CUTTER

Excellent mechanical condition. Fully equipped. AC motor.

Wire, Phone or Write

## J. SPERO & CO.

372 W. Ontario St., Chicago 10, Ill.

• **FOR SALE BY OWNER**—Exclusive job printing and office supply business in Gulf Coast town of 20,000, plenty of good machinery, plenty business. Grossing over \$50,000 now, good hustler can double that amount. Will stand close inspection, sacrifice for quick sale. For complete details write Box S-1122 % The Inland Printer, 309 W. Jackson Blvd., Chicago 6, Ill.

• **FOR SALE**—11x17 MILLER MASTER Speed—Recently rebuilt. Running daily. The North End Press, Lancaster, Ohio.

### FOR SALE (Continued)

Miller Simplex, 20x26.  
Style B Kelly Special, 17x22.  
14x22 Thompson, Style 5C.  
Model B Cleveland folder, 26x40, Cleve-Cont. Feeder.  
44x66 Premier Line-up table.  
Claybourn Precision Proving Press.  
45" Robinson Rotary Card cutter, 11 pair knives.  
36" Sheridan New model cutter.  
39" C&P power cutter, autoclamp.  
44" Dexter power cutter, autoclamp.  
50" Oswego power cutter, autoclamp.  
Monotype Giant Caster, 60 fonts mats, 42 to 72 point.

## PAYNE & CRAIG CORPORATION

Formerly Payne & Walsh Corp.

82 Beekman St., New York 7, N. Y.  
Be-3-1791

### No. 4 MIEHLE for SALE

4-Roller Cylinder Press.  
Hand feed. Jogger delivery.  
2400 IPH. Takes 28" x 41" sheet. DC powered. Gas burner. Extra set rollers included. Excellent condition. Can be seen in operation.

ALSO TWO  
MIEHLE V36 VERTICALS  
Box No. S-1119

# BAUM FOLDERS

WORLD'S GREATEST  
FOLDING MACHINE  
VALUES



**RUSSELL ERNEST BAUM**  
613 CHESTNUT STREET, PHILADELPHIA, 6

• **MILLER MAJOR**—27x40 Automatic. Miehle Horizontal, 22x28—straight line delivery. 10x15 C&P. Craftsman Auto. Unit. ABC Machinery, 655 S. Wells St., Chicago 7, Ill.

• **COMPLETE JOB SHOP**, 3 presses, 160 cases of good type, paper cutter, stitcher, punch, perforator. In operation, big customer list. Mines Printing Co., 244 NW 31st St., Miami, Florida.

(Continued on next page)

**FOR SALE (Continued)**

• **SPECIALTY PRINTING BUSINESS**

—catering to banks only, with excellent and exclusive jobbing connections offered by owner, who has to retire. Building available, or business can be moved. Ideal set-up for an inside man with salesman-partner. Now located in Chicago. Established 30 years and going strong. A real buy. Address Box S-1121 % The Inland Printer, 309 W. Jackson Blvd., Chicago 6, Ill.

• **NEW, SUPER SAWS, \$345.**—If you have C & P job presses will swap for the new saws—Chance to get a new saw—immediate delivery. D.C. variable speed motors wanted. Cylinder presses that can be loaded on a freight car as a unit wanted. When you want to buy or sell, write The Printer's Trouble Shooter, New Haven, Conn.

• **FOR SALE**—In the Cariboo district of British Columbia, well known weekly newspaper. Long established, wide field. Serving mining and farming fields, also tourist paradise. Mild climate. Modern plant. Plenty of hunting and fishing between editions. \$25,000. Apply Box S-1123 % The Inland Printer, 309 W. Jackson Blvd., Chicago 6, Illinois.

**GALLEYS**

**Improved METAL GALLEY**  
Made of ALCOA ALUMINUM

**Fast Delivery on this Low-Cost Galley**

Standard proofing-thickness, (.051), with spot-welded corners and grooved sides for rigidity. Strong as steel, yet  $\frac{3}{4}$  lighter in weight. Beveled edge and **RUST-PROOF!**

PRICES FOR STANDARD  $8\frac{3}{4}'' \times 13''$

100.....39c each 500.....38c each

Mail order or send 50c for sample galley

**GRAPHIC ARTS PRODUCTS**  
1959 E. Jefferson, Detroit 7, Mich.

**GRINDING**

• **LINOTYPE — INTERTYPE KNIVES** made new again by precision grinding. Mail pair side knives and back-knife parcel post prepaid with check of \$4.00. We will renew and mail back prepaid same day received. Money back if not satisfied. Printers Supply Co., 10 White St., New York 13, N. Y.

**HELP WANTED**

• **LINOTYPE OPERATORS WANTED:** We need six Linotype Operators for steady year around work in our plant doing publications and high class Catalogue printing. Wages subject to negotiation. Positions require good operators. Union Shop. Write, Wire or call Arthur J. Wiltse % The Ann Arbor Press, Ann Arbor, Michigan. Phone 2-3145.

• **PRINTING SALESMAN**—For long established Letterpress firm in Ohio. Plant capable of large production in color and black and white. Automobile necessary. Salary and Commission. Give full particulars, experience, etc. (first letter). Write Box S-1122 % The Inland Printer, 309 W. Jackson Blvd., Chicago 6, Ill.

• **PRESSROOM FOREMAN**—Permanent position. Long established Letterpress House in Ohio. Write giving age, experience, salary requirements. Write Box S-1121 % The Inland Printer, 309 W. Jackson Blvd., Chicago 6, Ill.

• **LINE-UP AND REGISTER MAN**—experienced lockup and imposition. Quality letterpress color work. Excellent salary and working conditions with medium sized progressive firm in Western New York. Replies confidential. Answer fully. Write Box S-1124 % The Inland Printer, 309 W. Jackson Blvd., Chicago 6, Ill.

(Continued on next page)

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"

# WHY WE WAVE YOUR FLAG

## Give Your Story BACKGROUND

YOUR STATIONERY is background for your sales story. Make sure that story gets the background it deserves. See your printer—he's an expert. Tell him what special use you plan for your stationery... If you're searching for a paper of distinction for a story of importance it's more than likely your printer will recommend—



### Rising Line Marque

- ✓ 25% rag
- ✓ exclusive pattern inspired by Italian Handmade paper
- ✓ 2 weights
- ✓ 3 pastel shades and white
- ✓ envelopes in 6 sizes
- ✓ excellent printing surface for die-stamping, lithography, gravure or letterpress

When you want to **KNOW**... go to an expert!



## Rising Papers

Ask your printer... he **KNOWS** paper!

Rising Paper Company, Housatonic, Mass.

HERE'S ANOTHER Rising ad that sells the customer on you. Why? Because you know the all-around best paper to recommend for the job that pleases—Rising Line Marque—"a paper of distinction for a story of importance." You can depend on it to support your best recommendation.

The above advertisement appears in a long list of executive, advertising, sales and sales promotion magazines.



# Rising Papers

PRINTING AND TECHNICAL

# POTOMAC VELOUR

smooth to the touch...  
pleasing to the eye...



effective for  
dance programs,  
fashion reproductions,  
menus and other  
specialty printings

## NINE INTERESTING COLORS...

scarlet, gray, tan, maroon,  
green, blue, black, brown  
and purple

POTOMAC VELOUR IS STOCKED  
ONLY IN 20 x 26, MEDIUM WEIGHT.  
WRITE TO DISTRIBUTOR  
OR TO THE MILL FOR  
PRINTING SUGGESTIONS.

*Other Good Papers are:*

POTOMAC COVER • DISCO BLOTING LINES • DISCO WOODGRAIN COVER

*Made by*



**DISTRICT OF COLUMBIA PAPER MILLS, INC.**  
WASHINGTON 7, D. C.

**Specialists in**  
**NEWSPAPER and MAGAZINE**  
**ROTARY PRESSES**

**BEN SHULMAN**

552 East Main Street, Rochester 4, New York  
Export Office: 118 East 40th Street, New York 16, N. Y.

## MAILING TUBES • WRAPPERS

MANUFACTURED BY  
International Mailing Tube and Wrapper Co., Div.  
**AMES SAFETY ENVELOPE COMPANY**  
SOMERVILLE, MASSACHUSETTS



**STITCHING WIRE**  
**ROUND OR FLAT**

*The Seneca Wire & Mfg. Co., Fostoria, Ohio*

*Classified Buyers' Guide (continued)*

### HELP WANTED (Continued)

• **PRINTING SALESMEN**—with background of large volume printing sales to represent locally complete letterpress and offset plant. Backed by national advertising. Full details first letter. Box S-1118 % The Inland Printer, 309 W. Jackson Blvd., Chicago 6, Illinois.

• **WANTED**—Shop Superintendent who can also foremanize composing room. Medium size letter-press and offset plant in middle west. Address Box S-1117 % The Inland Printer, 309 W. Jackson Blvd., Chicago 6, Ill.

### MECHANICAL OVERLAY PROCESS

Leading Printers and Publications  
Now Use **COLLINS**

### CHALK RELIEF OVERLAYS FOR ALL HALFTONE MAKEREADY

Great improvements over slow hand-cut Overlay method. Low cost, saves time, improves quality. Apply on company letterhead for free instruction books and prices.

**A. M. COLLINS MFG. CO.** 222 Columbia Ave., Philadelphia, Pa.

### MOTORS & CONTROL EQUIPMENT

• **CLINE ELECTRIC MFG. CO.**, Cline-Westinghouse Motor and control equipment for printing machinery. 211 West Wacker Dr., Chicago, Ill.

### PRINTING PRESS

• **DUPLEX PRINTING PRESS CO.**, rotary and flat-bed web presses, stereo and mat machinery. Battle Creek, Mich.

### ROLLERS

## AMERICAN ROLLERS

Choice of experts. Widely known for remarkable durability . . . for better distribution . . . for clean, sharp presswork and extra long service. We build them to do it; and stake our quarter century reputation on their performance. Order a set.

**AMERICAN ROLLER CO.**  
1342 N. Halsted St., Chicago 22, Ill.  
225 North New Jersey St., Indianapolis 4, Ind.

### RUBBER PLATE MATERIALS & TOOLS

LOOK FOR  
THE TI-PI  
TRADE  
MARK

**TI-PI**

REG. U. S.  
PAT. OFF.  
314468

### RUBBER PRINTING PLATES AND CUTTING TOOLS

SOLD BY LEADING PRINTERS SUPPLY DEALERS  
USED BY LEADING RUBBER ENGRAVERS  
TI-PI CO. 1000 BROADWAY • KANSAS CITY, MO.

*(Continued on next page)*



# SITUATIONS WANTED

• **PRINTING EXECUTIVE**—Successful Management, Sales, Labor relations. Estimating Costs, etc. Practical efficient planned prod. experience as Supt. and journeyman. Chicago trained. Diversified quality letterpress and some offset exp. Age 45. \$150 to \$800,000 volume. Any capacity considered. Available in Sept. Central or Pacific states desired. Write Box G-1116 % The Inland Printer, 309 W. Jackson Blvd., Chicago 6, Ill.

• **MATURE PRINTING SALES** executive trained in design and estimating and thoroughly familiar with production desires permanent sales connection with progressive plant doing quality work in sufficient volume to insure good income. Education and background for any contact. Write Box S-1120, % The Inland Printer, 309 W. Jackson Blvd., Chicago 6, Ill.

• **ADVERTISING ARTIST—LAYOUT**—Production. Mornings, 5 days. Live ideas. Broad business background. \$50. Chicago area. Phone Euclid 7632.

# STOCK CUTS

NEW! MODERN! UP-TO-DATE

**STOCK CUTS**

A GAY VARIETY FOR EVERY OCCASION AND HOLIDAY... BUSINESS AND ATTENTION GETTERS... SALES BOOSTERS...

SEND FOR FREE CATALOG

**ARROW SERVICE**

707 FIRST NATIONAL BANK BLDG.  
P.O. BOX 2217 • SALT LAKE CITY, UTAH

# TYPEMETER

**ELCO UNIVERSAL TYPEMETER**

A simple, easy-to-use method of copyfitting for advertising layout. Accurately shows the number of average characters of any typeface, any size, in lines of any measure. Five dollars a copy with all instructions. Book Dept. The Inland Printer or write Elco Typographic Service, Second & Dueber, S. W., Canton 6, Ohio.

# TYPEFOUNDERS

**OVER 200 DISPLAY TYPE FACES**

One-Line Specimens illustrated in the new Acme Type Price List and Catalog. **ALL TYPE AVAILABLE FOR IMMEDIATE SHIPMENT. ORDERS FILLED SAME DAY RECEIVED.** Write for new catalog on your letterhead, please.

**ACME TYPE FOUNDRY**  
633 Plymouth Court Chicago 5, Ill.

• **THE BAUER TYPE FOUNDRY, INC.**, 235 East 45th Street, New York, N. Y. Producers of fine type faces.

• **WANTED**—Hard foundry type metal for cash or trade. Missouri Central Type Foundry, Wichita, Kansas.

• **DURABLE FOUNDRY TYPE**; attractive faces; send for circular. Northwest Type Foundry, Minneapolis 15, Minn.

• **NEW CATALOG**—Free on request. Missouri-Central Type Foundry, Wichita, Kansas.

# WIRE

• **SPECIFY PRENTISS** Stitching Wire. Over eighty-five years of wire drawing experience. Supplied in coils or on spools. Sold by leading dealers everywhere.

# Improve Your Presswork . . . by adding "33" INK CONDITIONER



TO YOUR REGULAR INKS



All inks print better when you condition them with "33"—according to simple directions. "33" adjusts inks to actual conditions at time of use . . . Halftones stay "clean and open". . . Ink gloss is retained . . . Colors print more brilliantly. You get increased coverage. Fewer re-uns are necessary. Your customers are quick to note the difference.

See your local dealer or jobber—or write direct for an 8-lb. trial can, guaranteed below. Ask for data sheet, "TO THE PRESSMAN."

# Good Territories Now Open

Territorial re-alignment makes openings for a few more distributors. "33" Ink Conditioners are repeat sellers. Once adopted, always used! Get the facts—Write TODAY!



"33" (Letterpress)

"0-33" (Litho and Multilith)

8-lb. Trial Order

You may return any unused portion (at our expense) if our ink conditioner fails to satisfy you completely. Order today! Prove "33" by test!

100% Guarantee

**Central COMPOUNDING COMPANY**

1718 North Damen Avenue, Chicago 47, Illinois

IN CANADA—It's CANADIAN FINE COLOR CO., LTD., TORONTO  
Export Division: Guiterman Co., Inc., 35 South William Street, New York 4, N. Y.

**RICHARDS' TOUGH TEMPER DIES**

UNFAIRLY OUTWEAR ANY OTHERS

IF YOU are not selling CUT-OUT PRINTING you are overlooking the most profitable class of work that can be produced in every printing plant. CUT-OUTS ARE GOOD, from Calling Card to a Catalog. Our Slogan, for 45 years: "WAKE UP, MR. PRINTER, OPEN YOUR EYES—LEARN TO MAKE MONEY WITH MULTIFORM DIES!"

18 BUTTON MOLD  
16 1/2" UP  
CLEANING  
ANY SIZE TABS  
ANY SIZE SLOTS  
SCALLOP OR DECALÉ EDGING  
ANY SIZE

ASK FOR DIE-CUT CATALOG OF OUR COMPLETE LINE OF SAW-TRIMMERS, ROUTERS, MORTISERS—MULTIFORM, DO-MORE, CLIPPER ELECTROMATIC



Nearly two hundred Acraplates in progressive plants throughout the United States and Canada have proven that rubber printing plates made on the Acraplate can reduce costs in these specific ways...

- ➔ Eliminate the profitless investment and costly storage of standing forms. Resinous matrices can be stored indefinitely in 1/4 the space and weigh only about 1/30 as much.
- ➔ Permit many more jobs to be run in multiple with resultant saving in press time.
- ➔ Yield definite saving in ink and make-ready costs...often permit higher press speeds.
- ➔ Sheets lie flat after printing due to extremely light impression and elimination of embossing, thereby speeding up gathering and jogging.

Enjoy these and many other advantages of the Acraplate. Write for detailed facts about the complete range of models available...how they operate...what they have accomplished for other plants...what they can do for you.



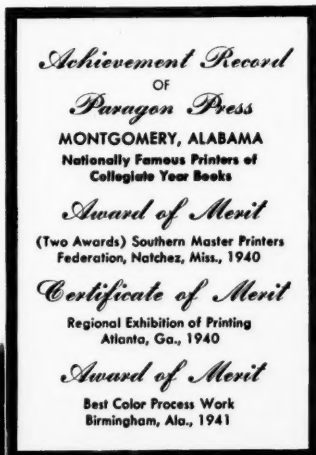
**LAKE ERIE  
ENGINEERING CORPORATION**  
504 Woodward Avenue  
Buffalo 17, N. Y.

Offices in Principal Cities and Foreign Countries

- Leading manufacturer of hydraulic presses—all sizes and types—stereotyping...plastic molding...processing...rubber vulcanizing...metal working...forging...metal extrusion...special purpose.

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Intertype Corp.	Back Cover
Johnson, Chas. Eneu, Co.	97
Jones, James & Co.	96, 101
Kimberly-Clark Corp.	89
Lake Erie Eng. Corp.	106
Lawson, E. P., Co.	30
Litho Chemical & Supply Co., Inc.	94
Ludlow Typograph Co.	1
McAdams, John & Sons, Inc.	98
Mead Corp., The	26, 27
Meermans, Inc.	26
Megill, Edw. L., Co.	101
Mergenthaler Linotype Co.	33
Miehle Printing Press & Mfg. Co.	17
Miller Printing Machine Co.	3
Milprint, Inc.	88
Minton, Louis, Ltd.	4
Morgans & Wilcox Mfg. Co.	94
National Lead Co.	90
Nolan Corp.	5
Northern Machine Works	101
Northwest Paper Co.	19, 20
Old Colony Envelope Co.	16
Oxford Paper Co.	2
Parsons Paper Co.	14
Payne & Craig	102
Printers Exchange	92
Rathbun & Bird Co.	100
Richards, J. A., Co.	105
Rising Papers	103
Roberts Numbering Machine Co.	92
Rosback, E. P., Co.	100
Scott, Walter & Co.	100
Seneca Wire & Mfg. Co.	104
Shinn, Cobb	98
Shulman, Ben	104
Sinclair & Valentine	94
Spero, J., Co.	102
Standard Printing Co.	101
Syntro Co.	94
Ti-Pl Co.	104
Triangle Ink & Color Co.	99
Type & Press of Illinois	101
Universal Jogger Co., Inc.	99
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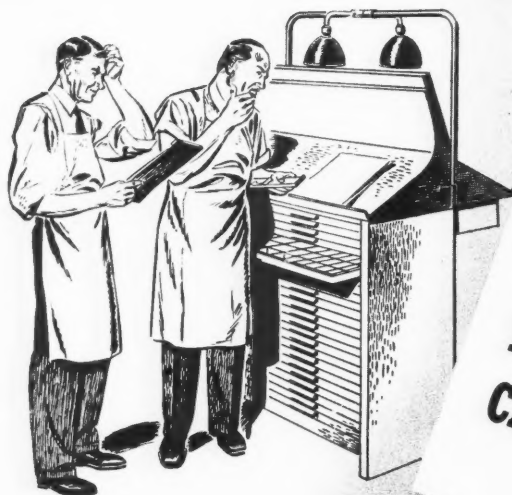
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